# FACTORS INFLUENCING ONLINE PURCHASING INTENTION AMONG ENTREPRENEURSHIP (COMMERCE) STUDENTS OF UNIVERSITI MALAYSIA KELANTAN DURING POST COVID-19

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DEGREE OF

BACHELOR OF ENTREPRENEURSHIP (COMMERCE) WITH HONORS

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UNIVERSITI
MALAYSIA
KELANTAN

# Factors Influencing Online Purchasing Intention Among Entrepreneurship (Commerce) Students of Universiti Malaysia Kelantan During Post Covid-19

by

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Bachelor of Entrepreneurship (Commerce) with Honors

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2023

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I

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Research Topic: <u>FACTORS INFLUENCING ONLINE PURCHASING INTENTION AMONG ENTREPRENEURSHIP (COMMERCE) STUDENTS OF UNIVERSITI MALAYSIA KELANTAN DURING POST COVID-19</u>

| NO. | CRITERIA | PERFORMANCE LEVEL | | | | WEIGHT | TOTAL |
|---|---|---|---|---|---|---|---|
| | | **POOR (1 MARK)** | **FAIR (2 MARKS)** | **GOOD (3 MARKS)** | **EXCELLENT (4 MARKS)** | | |
| 1. | **Content (10 MARKS)** (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic) | Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review. | Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review. | Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts. | Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts. | ____ x 1.25 (Max: 5) | |
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| 2. | **Overall report format (5 MARKS)** | *Submit according to acquired format* | The report is not produced according to the specified time and/ or according to the format | The report is produced according to the specified time but fails to adhere to the format. | The report is produced on time, adheres to the format but with few weaknesses. | The report is produced on time, adheres to the format without any weaknesses. | _____ x<br>0.25<br>(Max: 1) |
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| | | *Reference list (APA Format)* | No or incomplete reference list. | Incomplete reference list and/ or is not according to the format. | Complete reference list with few mistakes in format adherence. | Complete reference list according to format. | _____ x<br>0.25<br>(Max: 1) |
| | | *Format organizing (cover page, spacing,* | Writing is disorganized and underdeveloped with no transitions | Writing is confused and loosely organized. | Uses correct writing format. Incorporates a coherent closure. | Writing include a strong beginning, middle, and end with clear transitions and | _____ x<br>0.25 |

| No. | Criteria | | | | | Score |
|---|---|---|---|---|---|---|
| | *alignment, format structure, etc.)* | or closure. | Transitions are weak and closure is ineffective. | | a focused closure.<br><br>(Max: 1) | |
| 3. | **Research Findings and Discussion**<br>**(20 MARKS)** | Data is not adequate and irrelevant. | Data is fairly adequate and irrelevant. | Data is adequate and relevant. | Data is adequate and very relevant.<br><br>____x 1<br>(Max: 4) | |
| | | Measurement is wrong and irrelevant | Measurement is suitable and relevant but need major adjustment. | Measurement is suitable and relevant but need minor adjustment. | Measurement is excellent and very relevant.<br><br>____x 1<br>(Max: 4) | |
| | | Data analysis is inaccurate | Data analysis is fairly done but needs major modification. | Data analysis is satisfactory but needs minor modification. | Data analysis is correct and accurate.<br><br>____x 1<br>(Max: 4) | |
| | | Data analysis is not supported with relevant output/figures/tables and etc. | Data analysis is fairly supported with relevant output/figures/tables and etc. | Data analysis is adequately supported with relevant output/figures/table and etc. | Data analysis is strongly supported with relevant output/figures/table and etc.<br><br>____x 1<br>(Max: 4) | |
| | | Interpretation on analyzed data is wrong. | Interpretation on analyzed data is weak. | Interpretation on analyzed data is satisfactory. | Interpretation on analyzed data is excellent<br><br>____x 1<br>(Max: 4) | |
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| | | Conclusion is not stated | Conclusion is weakly explained. | Conclusion is satisfactorily explained. | Conclusion is well explained.<br><br>____x 1.25<br>(Max:5) | |
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**(COMPLETED BY SUPERVISOR & EXAMINER)**

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| Effort (20%) - *Reflective Note* | | ▓▓▓▓▓▓▓ | |
| Presentation (20%) | | | / 2 = |
| Research Paper (10%) | | | / 2 = |
| Research Report (50%) | | | / 2 = |
| **GRAND TOTAL (100%)** | | | |

**Name of Supervisor:** <u>Prof. Madya Dr. Mohd Asrul Hery Bin Ibrahim</u>    **Signature:**_____    **Date:**_____

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| NO. | CRITERIA | PERFORMANCE LEVEL | | | | WEIGHT | TOTAL |
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| | | POOR (1 MARK) | FAIR (2 MARKS) | GOOD (3 MARKS) | EXCELLENT (4 MARKS) | | |
| 1. | Determination | Is not determined and does not put in any effort in completing the research report | Is determined but puts in little effort in completing the research report | Is determined and puts in reasonable effort in completing the research report | Is very determined and puts in maximum effort in completing the research report | ____x 1 (Max: 4) | |
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| 4. | Take corrective measures according to supervisor's advice | Has not taken any corrective action according to supervisor's advice. | Has taken some corrective actions but not according to supervisor's advice, or with many mistakes. | Has taken some corrective actions and most are according to supervisor's advice, with some mistakes. | Has taken corrective actions all according to supervisor's advice with few mistakes. | ____x 1 (Max: 4) | |
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| | TOTAL (20 MARKS) | | | | | | /20 |

VIII

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# ABSTRACT

The COVID-19 pandemic has impacted many people's lives and motivations, and their shopping behavior has changed as a result. Due to the implementation of MCO, people's movement is restricted, and most physical stores are closed, consumer online purchasing increased and has become common. The objective of this study is to examine the influence factors on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post-Covid-19. Six factors are examined which are perceived ease of use, perceived usefulness, price, website design quality, trust, and perceived risk. The research used a simple random sampling technique to collect the sample. Besides, 260 valid responses were collected from UMK students through an online Google Form consisting of four main sections. The IBM SPSS Statistics version 26 was then used to analyze the data that had been obtained. The result has clearly shown that perceived usefulness, trust, and perceived risk had a positive significance on online purchasing intention among Commerce students. Thus, H2, H5, and H6 were accepted. While H1, H3, and H4 were rejected as the perceived ease of use, price, and website design quality were negatively significant on online purchase intention. Also, the study's implications, limitations, and recommendations for further research were examined.

**Keywords:** *Online purchase intention, Perceived ease of use, Perceived usefulness, Price and Trust*

## ABSTRAK

Pandemik COVID-19 telah menjejaskan kehidupan dan motivasi ramai orang, dan tingkah laku membeli-belah mereka telah berubah akibatnya. Disebabkan pelaksanaan PKP, pergerakan orang ramai dihadkan, dan kebanyakan kedai fizikal ditutup, pembelian dalam talian pengguna meningkat dan telah menjadi perkara biasa. Objektif kajian ini adalah untuk mengkaji faktor pengaruh ke atas niat membeli dalam talian dalam kalangan pelajar keusahawanan (perdagangan) Universiti Malaysia Kelantan semasa pasca Covid-19. Enam faktor diperiksa iaitu persepsi kemudahan penggunaan, persepsi kegunaan, harga, kualiti reka bentuk laman web, kepercayaan dan persepsi risiko. Penyelidikan menggunakan teknik persampelan rawak mudah untuk mengumpul sampel. Selain itu, 260 jawapan yang sah telah dikumpulkan daripada pelajar UMK melalui Borang Google dalam talian yang terdiri daripada empat bahagian utama. IBM SPSS Statistics versi 26 kemudiannya digunakan untuk menganalisis data yang telah diperolehi. Hasilnya telah menunjukkan dengan jelas bahawa persepsi kebergunaan, kepercayaan, dan persepsi risiko mempunyai pengaruh yang signifikan terhadap niat membeli dalam talian dalam kalangan pelajar Perdagangan. Oleh itu, H2, H5, dan H6 telah diterima. Manakala H1, H3, dan H4 ditolak kerana persepsi kemudahan penggunaan, harga dan kualiti reka bentuk laman web adalah tidak penting dalam hubungan antara niat pembelian dalam talian. Selain itu, implikasi kajian, batasan, dan cadangan untuk penyelidikan lanjut telah diperiksa.

**Kata kunci:** *Niat membeli dalam talian, Persepsi kemudahan penggunaan, Persepsi kegunaan Harga dan Kepercayaan*

## CHAPTER 1

## INTRODUCTION

### 1.1    BACKGROUND STUDY

A global pandemic, according to the World Health Organization (WHO), is the Covid-19 outbreak. The current global coronavirus pandemic, which is being caused by coronavirus 2 that causes severe acute respiratory syndrome, includes the Covid-19 epidemic in Malaysia. In Malaysia, the Covid-19 viral infection was discovered in December 2019 after it had travelled from China. As a result, Malaysia had a complete state of lockdown. This type of lockdown had negative impact on Malaysia's economy. The virus is progressively spreading throughout several businesses. Therefore, during the Covid-19 outbreak, numerous traders seized the chance to conduct business online.

A disease epidemic that spreads across numerous nations and impacts lots of people is called a pandemic. When an epidemic turn into a pandemic and when it ceases to be a public health emergency of global significance are both determined by the WHO. It's still a little early to declare that COVID-19 is gone because it continues to cause about 1,600 fatalities per day worldwide and case numbers haven't reached a low level. This is what led WHO's chief scientist, Soumya Swaminathan, to state.

Online purchase can be defined as the process a customer to takes a purchase some service or buying product over the internet without going to the physical store. In others word, online purchase, which is allow the consumers to directly buy products or service from the seller by using website or mobile apps. Online shopping is the procedure a consumer uses to make an internet purchase of a service or goods. Due to pandemic of Covid-19, many students

1

make purchase online to buy products.

Purchase intention is a type of decision-making that examines consumers' motivations for purchasing a particular brand (Shah et al. 2012). Purchase intent is another name for a customer's willingness to purchase a good or service under specific circumstances. In the marketing sector, purchase intention is crucial. Purchase intent typically correlates with consumer behavior and attitude. Laroche, Kim, and Zhou (1996) claim that factors like contemplation for purchasing a brand and expectation to purchase a brand can be utilized to gauge customer purchase intention.

During Covid-19, Malaysia is attractive market for e-commerce to related online shoppingand also online service to make consumers easy to make online purchase. Here is the best online shopping platform such as Shopee, Lazada, Zalora and others. Shopee currently holds a monopoly on the Malaysian e-commerce platform market. Customers purchase products on Shopee and they just make payment via Shopee pay, online banking and having the items delivered to customer's home. Thru the online news "The Malaysian Reserve" it stated that the Covid-19 just changes the retailing industry. For the first time ever, Shopee Malaysia showed average sales increase by more than five times, with the best-selling categories including mobile and accessories, home and living, and health and beauty. In addition, ShopeeFood online orders also recorded an increase in sales. Last but not least, Shopee has become essential for meeting consumer needs and ensuring their pleasure across the globe, especially in Malaysia.

Lastly, Covid-19's also give effect to online purchases intention to grow highest and highest. This is supposed to be the case because many firms have shut their doors as a result of the state of the nation's economy, which cannot be executed because of the lockdown situation. Due to government directives about the economic sector's closure, students choose to make

their purchases online.

## 1.2    PROBLEM STATEMENT

The Covid-19 virus pandemic began around the end of 2019. It has significantly changed the world of business, particularly Malaysia, and presented significant challenges. The pandemic has led to a wide range of problems. Due to the closure of the majority of physical stores as a result of the MCO implementation, consumer online purchasing increased. Im, J.; Kim, H.; and Miao, L. CEO (2021) claim that the pandemic caused an unexpected increase in online buying. Customers preferred to shop online as physical store visits were limited and many individuals were strapped for cash, which caused online purchases to soar higher and higher. Even before the Covid-19 outbreak, consumers were often informed buyers. As a result, several seeking classes suggestive of experiences gradually lost prominence on their lists, and COVID-19 sped up the process in this direction.

Many people's lives and motivations have been impacted by the COVID-19 pandemic, and as a result, their buying habits have also changed. The goal of the current study is to evaluate these changes. The research found that in reaching this objective to examine the influence factors on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19. The figure below shows percentage of internet users who make at least one purchase every two months:

Figure 1.1: Percentage of Online Shoppers

## 1.3 RESEARCH QUESTIONS

The research questions of this study are as below:

1. Does perceived ease of use influence online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19?

2. Does perceived usefulness influence online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19?

3. Does price influence online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19?

4. Does website design quality influence online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19?

5. Does trust influence online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19?

6. Does perceived risk influence online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19?

## 1.4 RESEARCH OBJECTIVES

The research objectives of this study are as below:

1. To examine the influence perceived ease of use on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

2. To examine the influence perceived usefulness on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

3. To examine the influence price on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

4. To examine the influence website design quality on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

5. To examine the influence trust on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

6. To examine the influence perceived risk on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

**1.5    SCOPE OF STUDY**

The research focused on influence on the consumers' online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19. The study is restricted to UMK because it is taken into account as associate acceptable establishment of upper learning to conduct the entrepreneurship studies visible that it has extremely regarded and supposed entrepreneurial spirit and success since its origin in 2006.

This research focused on undergraduate entrepreneurship (commerce) students in University Malaysia Kelantan. This is to understand the relationship between students and online shopping activities during post Covid-19. It is including what influence students to use online shopping for example trust, price, time, etc.

**1.6    SIGNIFICANCE OF STUDY**

Consumers are increasingly choosing to purchase goods via e-commerce platforms rather than traditional brick and mortar establishments due to the convenience and time savings. The goal of this study is to determine how customer trust affects their desire to make an online purchase from one of Malaysia's most well-known e-commerce platforms.

Knowing a customer's intentions in advance or being able to measure them precisely would enable you to better focus your marketing efforts and provide the intended outcomes, such as stronger customer engagement and return on investment. When a consumer attempts to make a purchase but the transaction is abandoned or the purchase does not take place, the purchase intention as a measurement may be anticipated or recorded based on the behavioural data or the interaction database.

## 1.7    DEFINITION OF TERM

### 1.7.1    Online purchasing intention

Online purchasing intention is referring as a consumer's willingness and intent to perform online transactions. Following Azjen and Fishbein (1980) outlined internet purchasing behaviour as the method of purchasing products, services, and information through the Internet. Online customer purchasing behaviour is related to how customers decide what products or services to purchase online.

### 1.7.2    Perceived ease of use and Perceived of usefulness

Perceived ease of use is a concept as someone's degree of confidence with using a platform without significant effort. Consumer ratings of ease of use, ease of learning, the user interface's flexibility and clarity are used to evaluate perceived ease of use through indicators. Meanwhile perceived usefulness is another phase in which someone believes by utilizing specific system free from such a specific business with the process of enhancing software which are not complex, clear, and simple to comprehend. One element of online customer experience derived from the field of psychology is the attitude of technological acceptance (Yusuf, D. M. 2021).

### 1.7.3    Price

Price refers to the sum of money needed to pay towards service or product, as well as the total monetary cost to purchase the item or service. Consumer responses to pricing were driven by information and additional details product or financial performance, as well as ease of access from internet and social media. Fei, T. L. K. (2019) stated that price is the primary motivator that drives consumers to make online purchases.

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### 1.7.4 Website design quality

The website is a platform where customers can access all information about a product, including pricing and promotion. Since the website functions as the primary approach of both the company and its customers, its design is just as important as the structure of the store. According Rohana Ngah et al. (2021), many research studies have found that an informational website has a significant impact on consumer satisfaction, which drives to online purchasing. Furthermore, customers feel more confident and make quicker online purchases since information can be received through website.

### 1.7.5 Trust

Trust is recognized as a crucial aspect in buyer-seller relations and online purchase intent. Trust enhances customer consumers' perceptions and expectations of the online seller's attributes. According to Ching, K. C., Hasan, Z. R. A., & Hasan, N. A. (2021), trust is the most critical long-term obstacle to customers comprehending the potential of online shopping. Customers depend major purchasing decisions on their trust in the product, seller, and company. Furthermore, trust can be defined as a consumer's willingness to perceive the potential loss during the purchase process. In accordance with this concept, trust can also be regarded an element of behavioural intention.

### 1.7.6 Perceived risk

Ching et al. (2021) described perceived risk as the level of risk which a consumer perceives while deciding or making a purchasing decision. In addition, the level of perceived risk influences online shopping intention. Online store is often linked to a higher level of risk than

offline store. Through this, online consumers are concerned about the hazards associated with online purchases, such as fraud as well as not acquiring the exact product afterwards ordering.
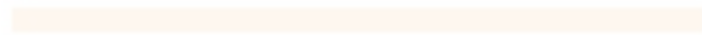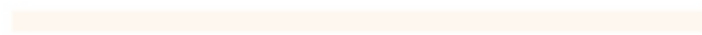
## 1.8    ORGANIZATION OF THE PROPOSAL

There are five different chapters in the proposal. By discussing the background research, problem statement, research questions, research objectives, scope of the study, definition of terms, and proposal organization, the first chapter gives the core concept of the substance of a research study.

The literature from other journal articles, books, and other sources relevant to the study is reviewed and evaluated in the second chapter, which gives a summary of this research investigation. The dependent variable, intention to make an online purchase, as well as independent factors like price, perceived usefulness, perceived ease of use, website design quality, trust, and perceived risk, are all thoroughly reviewed in this chapter. Introduction, underpinning theory, previous studies, hypothesis statement, conceptual framework, and a summary of the chapter are all included in this chapter.

The research approach used to accomplish the goals of this study will be described in the third chapter. Introduction, research design, data collecting methods, study population, sample size, sampling strategies, design of the research instrument, measurement of the variables, method for data analysis, and chapter summary are all included in this chapter.

The fourth chapter uses the Statistical Package for Social Science (SPSS) to analyses the data that was provided by the respondents in connection to the research question and hypothesis. It also presents the relevant tables and figures for easier comprehension.

Finally, in this last part of the proposal which is chapter five is the conclusion. This chapter include a summarization about the explanation of main findings, discussions and recommendation for further research.

# CHAPTER 2

## LITERATURE REVIEW

### 2.1    INTRODUCTION

Chapter two of this study will discuss the relationships between the dependent variable and independent variables, as well as their definition and concept. This discussion will start with the online purchase intention (dependent variable), followed by the independent variables which are perceived ease of use and perceived usefulness, price, website design quality, trust and perceived risk. Besides, this chapter also discovered about underpinning theory, which is technology acceptance model (TAM) and theory of planned behavior (TPB). Following that, chapter two will summarize the hypothesis and conceptual framework, which was created by adopting and improving the pertinent theoretical models from earlier research papers. Lastly, the discussion will end in summary.

### 2.2    UNDERPINNING THEORY

Before providing the theory of the use of online purchase intention, the concept of theory can be defined in several ways. The theory or set of concepts that allowed a phenomenon to be explained. Forsyth (2021) states that theories 'explain what factors are significant, how they are related, and why this would be the case in specific circumstances.' All articles include these, even though some are more overt about these theories or conceptual framings than others. They all do, even though some publications are more overt about their theories or conceptual frameworks than others. Each model of the theory has its own variables.

### 2.2.1 Technology Acceptance Model

Wei, Y., Wang, C., Zhu, S., Xue, H., and Chen, F. (2018) stated that the established a technology acceptance model (TAM) is to explore the impact of trust, perceived risk and perceived ease of use on purchase intention. The TAM model has been implemented effectively in theoretical research methods for assessing online purchasing intentions and behaviour.

Experience with online purchases must be predicted by several Technology Acceptance Model (TAM) evolved from the Theory of Reasoned Action (TRA) described by Fishbein and Ajzen (1975). According to Zuelseptia, S., Rahmiati, R., and Engriani, Y. (2018), this theoretical model is applied to recognise technology and is frequently used on the utilization of the website. TAM proposes that consumers behaviour is driven by their attitudes more toward implementation of technology, which are related to two perceptions such as perceived usefulness and perceived ease of use in the engagement of online shopping or transactions among e-vendors and consumers have strong similarities. Moreover, in line with this theory, all these attitudes against actions and subjective norms on behavioural interest.

The technology acceptance model (TAM), which primarily utilizes the theory of reasoned action (TRA) to analyse consumers' acceptance of information technologies, was also introduced by Wei, Y., et al. (2018). The proposed technology acceptance model was originally intended to describe the key factors of the computer's widespread acceptance. The TAM simply states that the objective, which is further influenced by perceived usefulness and perceived ease of use to determines the individual behaviours in the use of information systems. TAM effectiveness has recently been demonstrated by its effective application in a number of fields. Additionally, it is generally known that it can be used to explain the issue with consumers purchasing intentions in

an e-commerce context. Many researchers have used TAM applications in diverse models to explore the elements that influence online purchasing intentions.
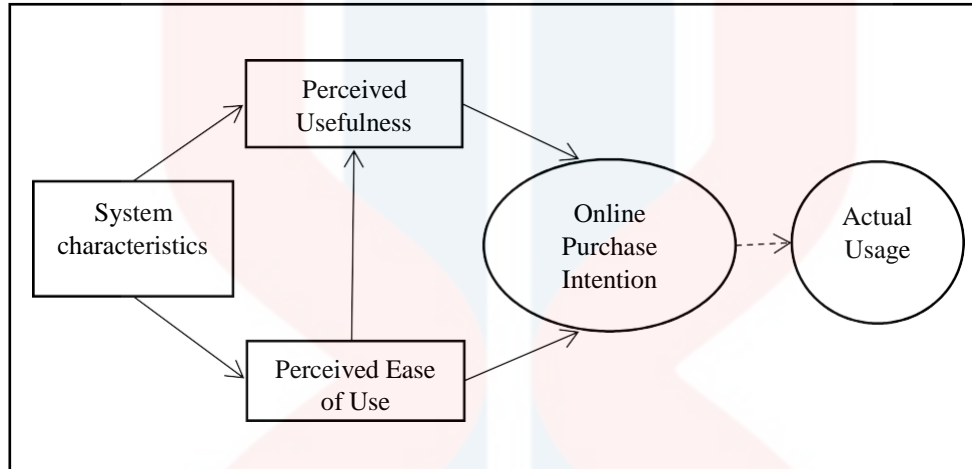


Figure 2.1: Technology Acceptance Model (TAM)

### 2.2.2    Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), a social cognitive theory for use in social psychology, was proposed by Ajzen in 1985 to describe the complexities of human behavior based on rational decision-making. TPB is an extension of the earlier rational action theory (TRA), which recognized behavioral intent as a key driver for anticipating human conduct and held that people have volitional control over their behavior (Taing & Chang, 2020). The aim shows the motivation and cognitive planning behind the activity, as defined by three crucial cognitive factors which are attitude, subjective norm, and perceived behavioral control (Haris et al., 2021). General term, empirical evidence supports the theory. With the help of attitudes toward the behavior, subjective norms, and perceived behavioral control, it is possible to predict with high accuracy when individuals will engage in different types of behaviors. These intentions

and perceptions of behavioral control then explain a significant portion of the variation in actual behavior (Ajzen, 1991).

According to this theory, there is a substantial correlation between these characteristics and a people's attitude and behavior toward planning an online purchase. Generally speaking, the stronger the control over perceptual behavior and the subjective norm about behavior, the more likely a person is to choose and engage in the behavior. For this research, TPB model used to examine the online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan. Therefore, the TPB model consisting of price, website design quality, trust, and perceived risk in this research.
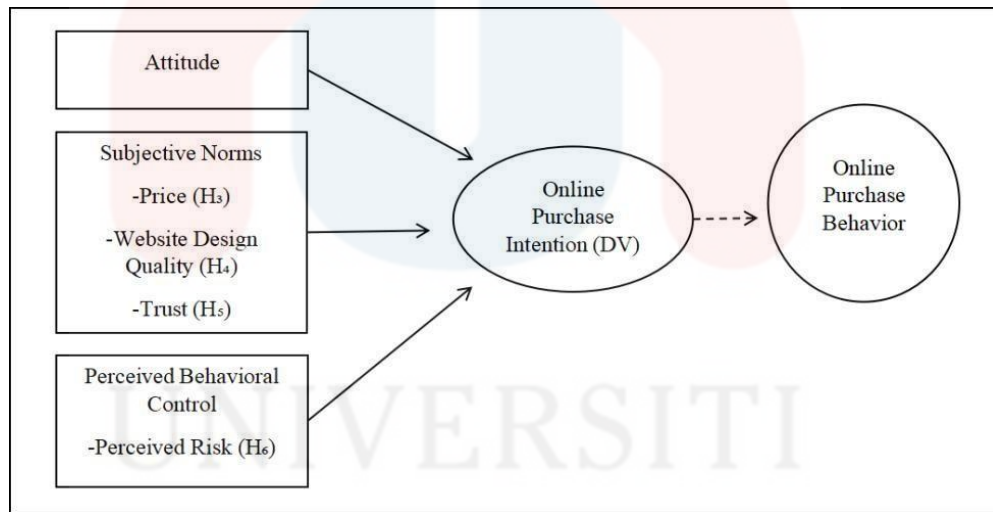


Figure 2.2: Theory of Planned Behaviour (TPB)

## 2.3    PREVIOUS STUDIES

### 2.3.1    Online Purchasing Intention

Intention is a factor used in evaluation of behavior execution possibility in the future (Ha et al., 2019). It is described as the precursor or motivating factor influencing consumers' choices to buy particular goods and services. Ajzen (1991) states that intention is a tool for assessing a person's level of effort and desire to make the necessary effort to carry out a particular behaviour. Tee (2018) states that some behaviors depend on how much an individual is consciously willing or choosing to make the effort. Understanding customer intentions is often an effective marketing tactic since it represents how people actually behave. As a result, according to Ha et al. (2019), "online purchase intention is the strength of a consumer's intents to undertake a particular purchasing activity over the Internet."

According to Ho Nguyen et al. in 2022, purchase intention measures the propensity of consumers to plan or actually make a future purchase of a specific good or service. Likewise, purchase intention is a strategy used by consumers to determine how much merchandise they will require in order to fulfill their wants. After being stimulated by the thing they view, a transaction interest or purchase intention develops, which is followed by a desire to buy it. If customers are already drawn to or respond favorably to what the merchant is offering, interest in purchases will naturally arise (Annisa Fitri & Wulandari, 2020). Also, Peña-García et al. claim that purchase intentions can be utilized to evaluate the success of a new distribution platform before it is fully implemented (2020). This will allow managers to decide whether the idea merits further research and development as well as which regions and consumer groups the channel should focus on. Besides, the three criteria that are thought to be most important for assessing

buy intention are willingness, deservingness, and future repurchase decisions (Tee, 2018). Therefore, for any entrepreneur to succeed, purchase intention is crucial. The concept is applied at the pre-purchase phase and it identifies the driving forces behind consumer behavior (Peña-García et al., 2020). In the study by Ho Nguyen et al. (2022), the term "online purchase intention" refers to the degree to which a consumer is eager to purchase a product from an online merchant. In short, purchase intention develops when a consumer's motivation for a product is increased by a favorable stimulation related to the object (Annisa Fitri & Wulandari, 2020).

Following, online purchase is a type of digital commerce that enables customers to make direct purchases from sellers using a web page over the Internet (Lim, 2020). Online purchase is currently undergoing a period of economic expansion that could be classified as flourishing, and it is also seen as a side effect of e-commerce. The quick growth of this simple company concept has drawn clients and suppliers from around the world. Significantly, the number of online users has steadily expanded over time in the era of quickly evolving electronic systems (Tee, 2018). Online purchase intention was defined by Ariffin et al. (2018) as the customers' readiness to make an online purchase. Buyer behavior when it comes to purchases is actually dichotomous; either the consumer buys the thing or doesn't. Because of this, user behavior was rarely evaluated in the majority of studies; instead, behavioral intention to purchase online was (Dewi et al., 2020).

Furthermore, according to Cheong et al. (2020), the number of favorable evaluations that have the power to persuade customers to acquire a product will serve as a measure for its popularity. Customers can evaluate the product and decide whether or not to buy the product by reviewing the potency. The studies' findings on factors influencing purchase intentions suggest that perceived ease of use, perceived usefulness, price, website quality design, trust and

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perceived risk, all have an impact on consumers' purchasing decisions (Tee, 2018; Ventre &
Kolbe, 2020). In addition, Ariffin et al. (2018) found that customers' perception of risk will
negatively affect their intention to make a purchase online. The more consumers' perception of
risk increases, the more it will discourage them from making a purchase.

What's more, the COVID-19 pandemic situational factors consist of physical barriers
brought on by lockdown and store closings, the antecedent conditions associated with anxiety
during the epidemic, the store environment characterized by the threat of contracting the corona-
virus while shopping, and social estrangement (Sumarliah et al., 2021). The findings of the study
by Sultana et al., 2021 show that the online purchase intention of most people has increased
during post Covid-19.

### 2.3.2   Perceived Ease of Use and Perceived Usefulness

Perceived ease of use, according to Davis, F.D. (1989), is how much the user feels the
technology or system can be used easily and without problems. The frequency of usage and user
interactions with the system may also affect how usable it is. A study by Suhir, M., Suyadi,
Riyadi (2014) found that perceived ease of use had a limited but significant influence on
customers' decisions to make purchases online. Nguyen, O. T. (2020) asserts that perceived ease
of use can increase consumer acceptance of the products or services.

These previous research on internet acceptance used Davis' Technology Acceptance
Model (TAM) in a large number of cases (1989). It is well known that TAM may be utilized to
develop a model of online consumer behavior. TAM offerings with external factors influencing
perceived value and usefulness. Perceived ease of use and value have an effect on attitudes
toward usability that shapes aim to use. Perceived usefulness has but direct have an impact on
aim to use. It is additionally the reality that behavioral aim affects the real behavior. TAM has

been extensively utilized to investigate consumer behaviour in Malaysia, including customer attitudes, acceptability of information technology, online banking, mobile internet, and other uses, including the application of audit techniques in e-procurement.

Davis claims that F.D. (1989), the adoption and user behaviour of a system are determined by its perceived usefulness. A technology may be deemed successful if it offers the value that the consumer needs. Users will still use the system if it is beneficial, regardless of how easy it is to use. Perceived usefulness, as defined, is the idea that someone believes using new technology would enhance or boost their performance (Davis, 1989, 1993). When used in the context of online buying, usefulness refers to the extent to which consumers believe using the Internet as a tool will improve their performance or productivity and, as a result, enhance the outcome of their purchasing experience (Monsuwe, Dellaert, & Ruyter, 2004).

According to a study by Kim and Song (2010), the perceived usefulness of online stores is greatly influenced by system or technological features, such as advanced search engines, personal shopping carts, multilingualism, product filters (brand and price), and reward or mileage point redemption services, among other things. These give service companies the ability to draw in new customers or keep hold of current ones. Convenience, cost savings, time savings, and access to more statistics were relative benefits that were linked to the website's perceived usefulness (Zarrad & Debabi, 2012). Therefore, the majority of customers normally wish to communicate with a website that can improve the efficiency of their provider or product purchasing (Cheng & Yee, 2014; Chui et al., 2005). Briefly defined, both components will be

included in the present study paradigm since they have been repeatedly shown to influence customers' future intentions to make online purchases.

### 2.3.3 Price

The expansion of e-commerce websites, whose activity has increased owing to the COVID-19 pandemic, serves as evidence that the nature of purchasing has altered as a result of the Internet. In their study on pricing, Yadav and Pathak (2017) conclude that price has a significant impact on customer decision-making and is seen as the most crucial component. Price has therefore been recognized as a crucial strategic marketing aspect that significantly affects customer purchasing behaviour (Konuk, 2015).

Beneke et al. (2015) assume that consumers use price as a true indicator when making decisions about what to buy. According to Zeithmal (1988), the price variable is always present in daily purchases and represents the value of the economic expense that consumers must forego in order to complete a specific purchase transaction. Given that the price implies "a sacrifice," this variable stands in opposition to the buyer's purpose to buy, with higher prices typically indicating less opportunities to do so.

The improper price choice might lead to a company's demise. After thorough market analysis and consideration of variables such as the tactics used by competitors, the state of the market, the cost of manufacturing, etc. Especially for student's price is main point in purchasing online. Most of student will be looking for a lowest price product with a moderate quality to get a highest satisfaction. Customers may be initially attracted by low costs, but it would be very challenging for the company to raise prices in the future. Similar to this, overly high pricing will boost profit margins but decrease sales. Consumers do not always see price in a negative way,

even though some studies, like those by Nevin and Houston (1980) and Kara, et al. (2009), explained that consumers do not always view price in a negative way, which represents economic expenses, but rather that it is a complex variable on purchase decision. They contend that a product's cost may serve as an indicator of its quality and that it also exudes class and prestige. However, the essential element that benefits online purchases for students in the e-commerce industry is a product that is reasonably priced but of average quality since it gives the business a competitive edge in a congested market.

### 2.3.4  Website Design Quality

In the transition to endemic Covid-19, the quality of the website design is crucial for any online store to draw customers. In their study, Cho and Park (2001) discovered a connection between client happiness is online shopping and the caliber of website design. Website design, in the wolrds of Ranganathan and Grandon (2002), "represents how the content is laid out on the website." As a result, during the Covid-19 endemic, clients communicate with the online business via the technical interface rather than any employees. In order to get customers to browse the online store, the website's design must be effective. According to empirical research by Lee and Lin (2005), website design has a beneficial impact on perceived service quality and general consumer happiness. Additionally, Ranganathan and Ganaphaty's (2002) empirical research has demonstrated that a website's design influences customers' intentions to buy.

Customers may be influenced to make an online purchase during Covid-19 based on the appearance of the website design. Online business owners should exercise more creativity to build websites that are both more appealing and secure. In addition, their website's online store should have just the right amount of information without being overpowering. Any information

on the website should be double-checked by business and sellers to help prevent errors and customer confusion.

The online store should design its website so that customers may quickly find the goods and services they want. Creating user-friendly site design and web atmospheres is essential for drawing in visitors. According to a prior study, the elements of good website design include visual design and navigation design (Ganguly et al., 2010). This multiple dimension can be measured by using an instrument known as e-TailQ (Tan, Ariff, Zakuan, Sulaiman & Saman, 2016).

Koo, Kim and Lee (2008), believe that visual design has significant impact on repeat purchases visual design concentrated on the appearance of website and the elements that go with it. Online store should pay attention to details like right color, image, typeface, language, layout and others while designing their website. Design store owners should choose the right color for their website design to make it more appealing. In addition, color design is a really personal thing. Because of this, colors can elicit a response from clients and draw then to a website. There are some theories that explain this visual influence on customer behavior. When the fundamental components come together to form visual designs, the website is made more engaging, useable and visually appealing.

In order for website visitors to navigate and discover the desired information, navigation design organizes information on a website using hyperlinks. As a result, utilizing a website to find items like images, movies, graphic icons and maps is simple for customers. The website's navigation was created with an eye toward improving usage and surfing performance while lowering consumers' browsing effort.

### 2.3.5 Trust

The COVID-19 pandemic has already begun to wreak havoc on the international economy and healthcare system, instilling dread, terror, and uncertainty among billions of people. Panic buying has become a consistent aspect of the Coronavirus outbreak as lockdowns are being established in numerous locations, and it has led too many people deciding to shop online for their needs.

For many corporate contacts, trust is crucial, particularly since the advent of modern technology and following Covid-19 in Malaysia. It has been demonstrated to be extremely important in lowering the potential risk that online shoppers can experience during COVID-19. Additionally, trust is crucial to e-commerce since without it, consumers won't engage in any transactions online.

Nowadays, trust has always played a significant role in determining how customers behave toward businesses (Schurr & Ozanne, 1985). Customers won't shop online if they don't trust the seller, hence trust is crucial in e-commerce transactions (Kim, Ferrin, & Rao, 2008). However, since customers cannot physically verify the product, trust issues that arise with online shopping do exist.

Due to its connection to consumers' decision-making during COVID-19, trust is another factor that needs to be taken into consideration by the seller. Because they believe that internet retailers can be trusted when Covid-19 occurs, consumers choose to make purchases online (Putra, Rochman, & Noermijati, 2017). As a result, consumers will make more purchases as a result of increased trust. Customers who already have faith in a seller will be motivated to make

a purchase decision and many individuals will be advised to conduct their Covid-19 purchasing online.

### 2.3.6 Perceived Risk

Perceived risk refers to the uncertainty experienced by consumers when purchasing goods. This uncertainty will have a direct impact on consumers purchasing intentions. Dabrynin, H., & Zhang, J., (2019) identified the intensity of the negative outcomes and the predicted probability of these consequences following a certain action or behaviour may be used to estimate perceived risk. People prefer to avoid actions or behaviours if the outcomes are strong and likely to occur. The consumer's perception of possibly unclear unfavourable effects from an online purchase is described as perceived risk in online purchasing. Meanwhile Ivan Ventre & Diana Kolbe (2020), described perceived risk as a consumer's perception of adverse and unclear outcomes while purchasing online. Such perception has a negative influence on the number of visits and purchasing, as well as the amount of money and time spent on a website.

Souji Gopalakrishna et al., (2022) determined that perceived risk is the level of danger that consumers experience whilst making purchasing decisions. It is the level of uncertainty and uneasiness felt by customers before to making a purchase choice. People maintain their belief that purchasing over the Internet is hazardous. As a result, increased risk drives customers to get more research, which has a significant impact on the customer's purchasing intentions. In many circumstances, the customer denies purchasing this item.

Dabrynin, H., and Zhang, J. (2019) reveals the six elements of perceived risk related with purchasing such as physical, convenience, product, financial, social and psychological risks. Perceived risk is generally classified as financial risk, product and delivery risk, and time risk, as

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according to Ivan Ventre and Diana Kolbe (2020). The financial risk refers to the possibility of monetary loss as well as the perception of uneasiness while using credit cards online. Product and delivery risk refers to the likelihood that a purchased product will not offer the required benefits or will not work efficiently (Ivan Ventre & Diana Kolbe, 2020).

According to Sikandar Ali Qalati et al, (2021), perceived risk has a considerable effect on online purchase intention. In addition, perceived risk used to have a negative influence on the intention to purchase online products. Perceived risk is a key aspect in determining consumer behaviour. The spreading of the COVID-19 epidemic has prompted many customers to decide to purchase goods online. Retailers must recognize the obstacles regarding perceived risks and propose alternatives. Customers are hesitant to purchase over the Internet due to their fearful of the unknown. Some people have negative perceptions toward e-commerce purchase behaviours due to a number towards issue causes and worries. People are hesitant to purchase via the online because they are frightened of the unknown. Habib, S., & Hamadneh, N. N. (2021) found COVID-19 influenced a moderating role in consumer utility awareness which prompting customers to purchase online.

## 2.4 HYPOTHESIS STATEMENT

The hypothesis is the statement that created by researchers when they speculate upon the outcome of some research. Here, the hypothesis is proposed:

**H1:** Perceived ease of use has a positive influence on the consumers' online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

**H2:** Perceived usefulness has a positive influence on the consumers' online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

**H3:** Price has a negative influence on the consumers' online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

**H4:** Website design quality has a positive influence to online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

**H5:** Trust has a positive influence to purchase intention toward online shopping among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

**H6:** Perceived risk has a negative influence to purchase intention toward online shopping among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19.

## 2.5    CONCEPTUAL FRAMEWORK
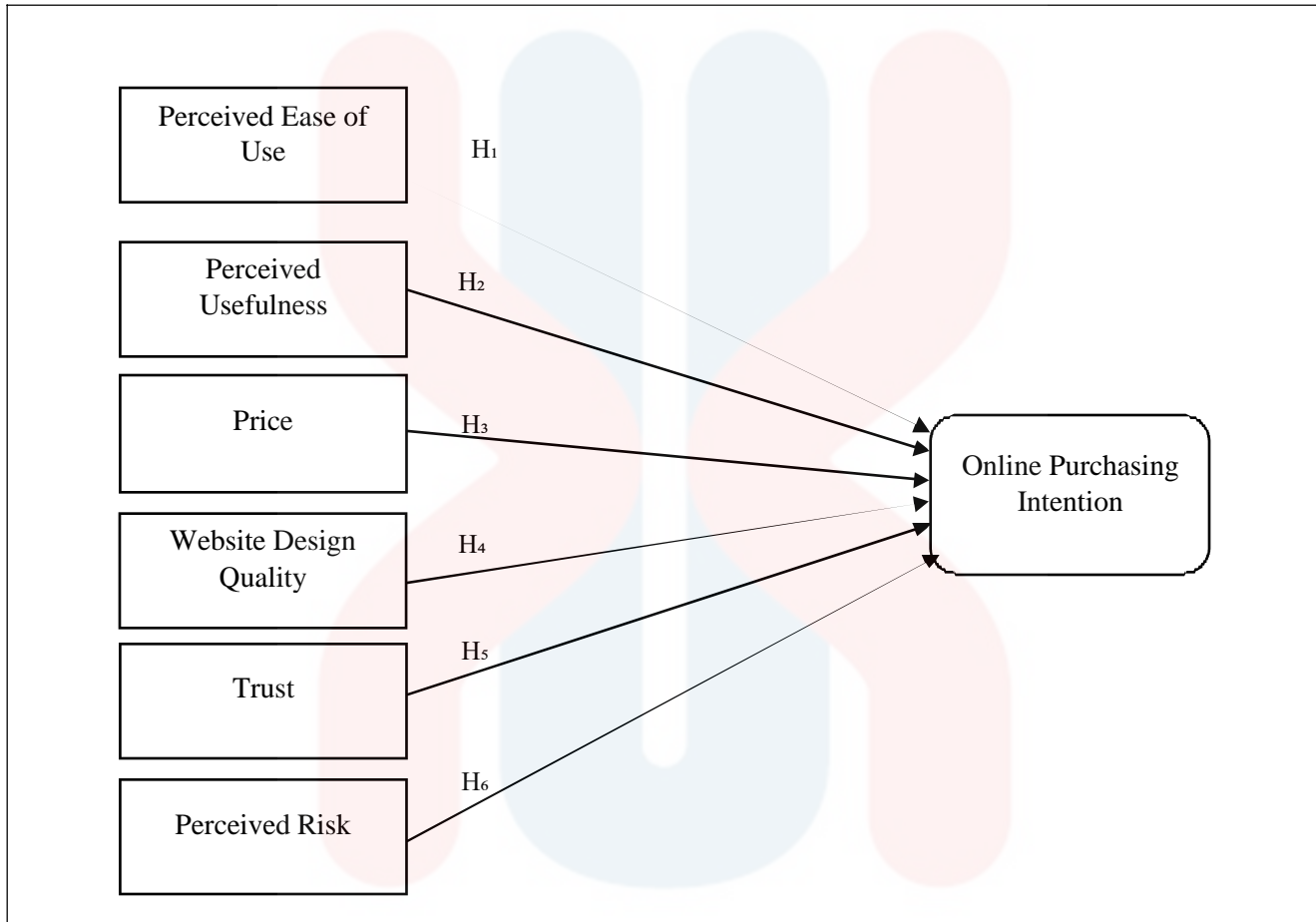


Figure 2.3: Research Framework

As shown in Figure 2.3, this study developed a conceptual framework for evaluating the online purchase intention among entrepreneurship (commerce) students at Universiti Malaysia Kelantan during the post-Covid-19 period based on previous research and analysis. Six independent variables and one dependent variable are related, as shown in Figure 2.3. Perceived use, perceived usefulness, pricing, website design quality, trust, and perceived risk are all independent of this study. While the intention to make an online purchase is the dependent variable. In conclusion, the goal of this study is to get a greater knowledge of how independent factors and dependent variables interact.

## 2.6    SUMMARY

Technology Acceptance Model (TAM) and Theory of Planned Behavior are the two guiding theories in this research (TPB). TAM provides a helpful overarching framework and is in line with other studies on the variables that affect customers' intentions to utilize new technology. TPB has been used to successfully predict and explain a variety of consumer health behaviours and intents. Perceived ease of use was found to have a favourable impact on people's intentions to make online purchases in earlier research. This demonstrates the importance of taking into account both how user-friendly the technology is and how satisfied the customer is with the online shopping experience when predicting a prospective e-purpose. For H2, perceived usefulness also has a positive influence on the consumers' online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19. It is because students found that online shopping technology really helpful and safer to use during post Covid-19. As for H3, which is price has negative influence on the consumers. Due to consumers' perception of pricing is formed through a multi-step process and may not accurately represent the cost of the actual brand or product. Website and trust have a similar hypothesis which is both of them has significant influence to purchase intention toward online shopping among Entrepreneurship (Commerce) students of University Malaysia Kelantan during post Covid-19. Lastly, perceived risk has intangible influence to purchase intention toward online shopping. It is because of by having a many advantage of shopping online, consumers also exposed to risk of be scam by sellers and third party.

# CHAPTER 3

## RESEARCH METHODS

### 3.1    INTRODUCTION

The methods used in this investigation is described in this chapter. The reader is required to analyses a study in order to better grasp the methodology that will be used in this research. This chapter will discuss research design, data collecting, study population, sample size, sampling technique, research instruments, variable measurement, data analysis, and how the goals and research questions were met.

### 3.2    RESEARCH DESIGN

A research design is a general strategy or blueprint prepared specially to address the research topic and manage variance. The organization of criteria for data collection and analysis with the goal of maximizing relevance to the study purpose is another aspect of research design. Research design is the "overall method for integrating the conceptual study problems to the suitable (and realizable) empirical research," according to Mashau & Mutshaeni (2013).

Research design refers to the distinction in evaluation between quantitative and qualitative analytical methodologies. Our research method in this study was a quantitative technique. Quantitative research is the procedure of gathering and analyzing numerical data. It is also used to extrapolate to a bigger population the results of a single study. In this study, quantitative technique will be used, which is objective and formal research, as well as, a statistical procedure. The use of large sample, measuring standards, deductive methodologies and organized interview instruments to collect data to test hypotheses are all hallmarks of

quantitative research.

In this study, a questionnaire was employed to conduct the survey. Entrepreneurship (commerce) students from University Malaysia Kelantan make up the sample for this study. Questionnaires are used as the research tool in both quantitative and descriptive research methodologies. The questionnaire is made to collect all data relevant to the objectives of the investigation.

## 3.3    DATA COLLECTION METHOD

Data collection means the collection in terms of facts, objects, figures, classify, categorizes the historical and the others useful information that have been collected by researchers from several sources. There are many methods a researcher might use to collect data, including surveys, in-person interviews, questionnaires, and direct observation. Primary data and secondary data are the two categories into which the data collection process has been divided. Primary data become from fresh collected first hand data that gathered by researcher while secondary data refers to the data collected by newspaper, magazine and others.

The researcher has chosen to deliver the questionnaire forms via an online survey utilizing Google Forms as the distribution platform. To gather information from responses, this Google form will be shared on social media platforms like WhatsApp, Instagram, Facebook, and Telegram. This is considered to be the case since the generation favors social media applications in addition to the fact that this strategy saves researchers more time and money.

Respondents will be selected based on online purchasing during post Covid-19 among UMK's entrepreneurship (commerce) students. This research usually consists of researcher contacts such as friends andrelatives who must study at UMK. The respondent must also be aged

between 18-30 years. Before asking the respondents to answer the questionnaire the researcher will submit a number of questions to ensure that the selected respondents are eligible and in accordance with the criteria stated above.

## 3.4    STUDY POPULATION

The term "population", also known as "universal", refers to a precise and comprehensive group that includes individuals, occasions, or objects that meet a set of criteria and contains data in order to generalize study results (Tee, 2018). Likewise, population is defined as the entire group of people, things, or events that a researcher is interested in because they display certain behaviors or contain certain qualities (Elfil & Negida, 2017). According to Barnsbee et al. (2018), the persons who will be the subject of the intervention's research and the basis for its conclusions are referred to as the target population. The statistic's population may be uniform or illegible. The information will be useless without the target population. The study's target population is critical as it can help determine the intent of specific groups to make online purchases during post Covid-19. Besides, the total number of UMK's entrepreneurship (commerce) students is 799. Therefore, these 799 commerce students were the research target population. The respondent's gender, ethnicity, or country of origin were not restricted.

## 3.5     SAMPLE SIZE

A sample is a subset of the population that has been selected to be representative of the whole population. It is frequently inappropriate to recruit the whole target population in clinical research projects. As an alternative, researchers will select a representative sample of the study's target population. Sample size refers to the number of items or observations chosen from the population under study. A good sample size can affect the significance of the findings in terms of computation, evaluation, and judgment, so it is a crucial component of the statistical idea of a research study (Tee, 2018). Empirical research increasingly demands a representative statistical sample, necessitating the development of an effective approach for determining the sample size (Kenpro, 2012). To close the gap, Krejcie & Morgan (1970) developed a table for calculating sample size for a particular population. Besides, using the following Krejcie and Morgan's deterministic sample size table, a sample size of 260 respondents can be constructed in this study with a target population of 799 UMK's entrepreneurship (commerce) students, as shown in Table 3.1. Therefore, researchers collected data on 260 UMK's entrepreneurship (commerce) students in this study.

Table 3.1: Krejcie and Morgan's Table of Determining Sample Size

| N | S | N | S | N | S |
|---|---|---|---|---|---|
| 10 | 10 | 220 | 140 | 1200 | 291 |
| 15 | 14 | 230 | 144 | 1300 | 297 |
| 20 | 19 | 240 | 148 | 1400 | 302 |
| 25 | 24 | 250 | 152 | 1500 | 306 |
| 30 | 28 | 260 | 155 | 1600 | 310 |
| 35 | 32 | 270 | 159 | 1700 | 313 |
| 40 | 36 | 280 | 162 | 1800 | 317 |
| 45 | 40 | 290 | 165 | 1900 | 320 |
| 50 | 44 | 300 | 169 | 2000 | 322 |
| 55 | 48 | 320 | 175 | 2200 | 327 |
| 60 | 52 | 340 | 181 | 2400 | 331 |
| 65 | 56 | 360 | 186 | 2600 | 335 |
| 70 | 59 | 380 | 191 | 2800 | 338 |
| 75 | 63 | 400 | 196 | 3000 | 341 |
| 80 | 66 | 420 | 201 | 3500 | 346 |
| 85 | 70 | 440 | 205 | 4000 | 351 |
| 90 | 73 | 460 | 210 | 4500 | 354 |
| 95 | 76 | 480 | 214 | 5000 | 357 |
| 100 | 80 | 500 | 217 | 6000 | 361 |
| 110 | 86 | 550 | 226 | 7000 | 364 |
| 120 | 92 | 600 | 234 | 8000 | 367 |
| 130 | 97 | 650 | 242 | 9000 | 368 |
| 140 | 103 | 700 | 248 | 10000 | 370 |
| 150 | 108 | 750 | 254 | 15000 | 375 |
| 160 | 113 | 800 | 260 | 20000 | 377 |
| 170 | 118 | 850 | 265 | 30000 | 379 |
| 180 | 123 | 900 | 269 | 40000 | 380 |
| 190 | 127 | 950 | 274 | 50000 | 381 |
| 200 | 132 | 1000 | 278 | 75000 | 382 |
| 210 | 136 | 1100 | 285 | 1000000 | 384 |

Note.—N is population size. S is sample size.
Source: Krejcie & Morgan, 1970

Note: N is Population Size; S is Sample Size

Source: Krejcie and Morgan (1970)

33
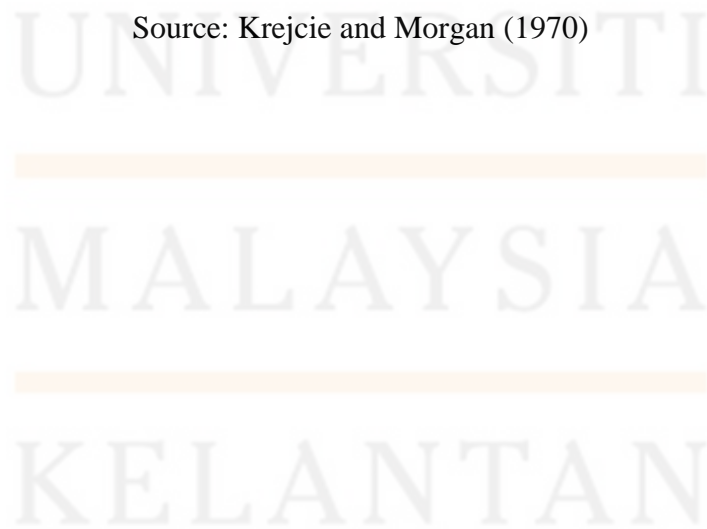
## 3.6  SAMPLING TECHNIQUES

Sampling is the process of taking a subset from a population or sampling frame of choice (Taherdoost, 2016). A study's cost and labor can be reduced by decreasing the number of respondents, and it may also be easier to get high-quality data. However, this must be balanced against the need for a big enough sample size and sufficient power to discover a true link. By using sampling, researchers can draw conclusions about a population based on data from a sample of that group instead of having to look at every single person (Shantikumar, 2018). The choice of sample method essentially determines this.

Sampling techniques are classified into two categories, which are probability sampling and non-probability sampling (Pace, 2021). Probability sampling, often known as "random sampling", allows every individual to have an equal probability of being within the sample (Etikan & Bala, 2017). Additionally, probability samples are used to guarantee the generalizability of the study's findings to the target population. The probability sampling techniques include simple random sampling, stratified sampling, systematic sampling and cluster sampling. On the other hand, non-probability samples are those in which it is impossible to determine the probability that a subject will be chosen, which introduces bias into the study's subject selection (Acharya et al., 2013). But occasionally, non-probability sampling is used for speed or simplicity. The non-probability sampling techniques include convenience sampling, quota sampling, judgmental or purposive sampling, and snowball sampling. Each respondent in the survey has an undetermined chance of being selected from the population (Tee, 2018).

In this study, researchers select the probability sampling method as the sampling design, which is simple random sampling. In a simple random sampling, each person is chosen fully at random and has the same probability of being chosen as every other member of the population.

(Shantikumar, 2018). Researchers can give each member of the population a number and then choose which members to include from a table of random numbers to generate a random sample. Further, simple random sampling decreases selection bias and enables the calculation of sampling error. According to Hayes (2022), since each person in the population has an equal chance of being chosen, it is thought to be a fair technique to draw a sample from a bigger population. Hence, simple random sampling is renowned for being random and having a lower chance of sampling bias.

## 3.7    RESEARCH INSTRUMENT DEVELOPMENT

The research instrument is a technique for determining the source of the data. According to the preceding experts' perspectives, a research instrument is a tool used to collect, evaluate, and acquire data while doing research, and the results of the data are then evaluated. It may also determine the study data's validity, level of difficulty, reliability and distractor. When preparing the instrument to be utilized, validity is a key concern. The instrument validation will be utilized to accurately measure the phenomenon. In research, several instruments such as interviews, questionnaires, focus group discussions, and direct observation can be used. The questionnaire is the most often used tool for gathering research data from survey respondents. It essentially seeks the views of people in a group or a population on problems directly connected to the research study's aims. The questionnaire was composed of a set of unstructured and structured questions designed to elicit information from respondents (Ndawa, D., et al. 2021). The research instrument used in this study is a questionnaire that was distributed online to respondents which included questions about perceived of use, perceived usefulness, price, website design quality, trust, perceived risk and online purchasing intention.

The questionnaire is consisting and dividing into four sections, where Section A, Section B, Section C and Section D. Section A contains of the demographic profile of respondents including gender, ethnicity, age, course, education level, marital status, occupation, and personal monthly income level. Section B was designed to know general information of respondent in relation to their experience in online purchasing. In Section C, the information in relation to the independent variables including perceived of use, perceived usefulness, price, website design quality, trust and perceived risk. The last section which is Section D consists questions regarding dependent variable in this study.

The questionnaire in this study is an online platform that is questionnaire through Google Form where will be shared to respondents who are Entrepreneurship (Commerce) students of University Malaysia Kelantan. Based on this research instrument, it is convenience, cheapest and more efficient way to collect data from respondent which is through a link that will be shared through WhatsApps, Instagram, Facebook and Telegram. The advantages using online questionnaire is considering student's hectic schedules where enable students to respond to the questionnaires at their own pace, resulting in higher quality data.

## 3.8    MEASUREMENT OF VARIABLES

Measurement is a technique of allocating numbers to objects or observations. The level measurement is a function of the guidance within which the numbers are assigned (Rashid, M. A., 2019). The questionnaire in this study using a nominal scale in Section A which contains demographic profile of respondents. Nominal scale is used to label variables in different classifications contains gender, ethnicity, education level, marital status and occupation. Meanwhile in Section B apply the ordinal scale, which refer to represent non-mathematical ideas such as frequency, satisfaction, happiness. It is used for arranges the data in ordered such as age and personal monthly income. In addition, for section C and Section D the five-point Likert research scale was applied in this questionnaire. The Likert research scale is a scale that is widely used by asking respondents to know about everything about the stimulus object. The Likert scale represent five responses alternative such as 1 stands for "Strongly Disagree", 2 stands for "Disagree", 3 indicate "Moderate", 4 indicate "Agree" and 5 express as "Strongly Agree". It is shown as Table 3.2 below.

Table 3.2: A Five-Point Likert Categorical Scale

| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|
| Strongly Disagree | Disagree | Moderate | Agree | Strongly Agree |

**3.9     PROCEDURE FOR DATA ANALYSIS**

Data series may be particularly important in research since they can influence how data are interpreted. The University Malaysia Kelantan Entrepreneurship (Commerce) students received a set of surveys through email and WhatsApp, and with links to the questionnaires. The responders have a few weeks to react, roughly speaking. Three hundred complete surveys were acquired by the current researcher. In other words, the researcher in charge of the field learned everything through the questionnaires that were presented to the respondents.

Next, data cleansing is vital when obtaining our hand on the information. It's as a result of not all of the data you collect are useful, thus it is time to wash it up. This method is wherever you take away white spaces, duplicate records, and basic errors. Information cleaning is necessary before causing the data on for analysis.

It's typical to refer to qualitative data as non-quantitative data that can be collected via semi-structured interviews, open-ended survey questions, or any source that excludes a numerical format (Thorne, 2000). The scientist has actively participated in the process of reworking newly acquired information to provide conclusions for the research while assessing the data. Differentiating between inductive and deductive inquiry processes is a crucial step that every researcher must take into consideration in order to recognize what is actually qualitative research (Thorne, 2000).

The accumulated statistics might be altered using a quantitative approach. The evaluation's final result gives the option to further complicate the statistical translation. All of the quantitative statistics were gathered and afterwards fed into the computer using the SPSS programmer for statistical analysis. The interpretation of the answer for the findings' outcomes might be quite helpful in this observation. The relationship or component influence on human

resource management techniques and employee engagement is evaluated using the Pearson Correlation Coefficient. To gauge the link between unbiased variables and based variables, a correlation analysis was also examined at in this study. In order to demonstrate the direction and significance of the bivariate correlations between all variables included in the studies, the Pearson Correlation Coefficient was used in this observation. The size model suggested by Davies (1971) for representing the relationship was used, and the coefficient might be used:

0.7 And above - very strong relationship

0.50 to 0.68 - strong relationship

0.30 to 0.49 - moderate relationship

The multiple regression been used to check on hypothesis that is to look into an association between the variables, direction of the influence, the level of the relationship and the strength of the relationship.

### 3.9.1 Data Analysis

This study uses the statistical software package Statistical Packages for Social Science (SPSS) to analyze the demographic factors, neutral variables, and established variable. The demographic components of the questionnaire are evaluated using descriptive facts. However, some further pre-record analysis must be carried out before the researcher moves on to the descriptive to ensure the accumulated data can be employed to analyze the established and unbiased variables for this study. The following is mentioned:

### 3.9.1.1 `Descriptive Analysis

Following Saunders et al. (2012), which numerically describes and analyzes descriptive statistics variables. When analyzing a variable, statistics places particular emphasis on two characteristics: central tendency and variability. The mode, median, and mean are all represented by the Centre trend. Additionally, the difference between each item's highest and lowest values is determined using the dispersion measure. The respondents' demographic traits for this study are ascertained using a descriptive analysis. Gender, race, age, class, level of education, marital status, occupation, and personal monthly income are examples of demographic factors.

### 3.9.1.2 Reliability Test

Reliability test, according to Sekaran (2003), is an evaluation of the consistency of the items in the questionnaire. Each item in the questionnaire was inspected and studied in line with the relationships between the devices, and the findings reflect the reliability and consistency through the assessment of Cronbach's coefficient alpha. Reliability changed into the degree of consistency that the measuring instrument degree something it became, according to Frankel & Wallen (1993). Following the confirmation of the device's dimensions, the internal consistency of the scales in the questionnaire must be examined using the Cronbach's Alpha system. If the alpha cost increased to a value closer to +1, the dependability of the scales might be deemed to be excessive. Additionally, Frankel and Wallen (1993) specified that the alpha cost for study purposes must be at least 0.70 and ideally higher. This statistical method is connected to the degree that has been freed from random error, producing consistent outcomes for the evaluation.

### 3.9.1.3 Regression Analysis

To test the H1, H2, H3, H4, H5, and H6, the researcher does more than one regression analysis. Regression analysis, as opposed to correlation analysis, enables researchers to examine the relationship between an established variable and one or more unbiased variables (Saunders et. al, 2012). To ascertain the impact of individual attitude, perceived feasibility, personal inclinations, and entrepreneurial knowledge at the entrepreneurial intention, more than one regression analysis is employed. The study uses the widely accepted threshold of 0.01 (p 0>) to accept or reject the study's assumptions.

**3.10 SUMMARY**

This chapter has mentioned on the analysis design, data assortment method, population of the study, sample size and sampling techniques, research instrument development, activity of Variables and procedures of information analysis. This chapter has delineated intimately the methodologies utilized in this study. The chapter conjointly presented the steps taken by the scientist to make sure the validity and dependability of the info obtained. These steps are vital for the researcher to accurately transcribe the data into a written report.

Research ways are important, as a result of however the data collected is employed and what explanations it will generate are determined by the methodology and analytical approach applied by United States. A vital purpose behind knowledge assortment via quantitative or qualitative techniques is to ensure that the analysis question's honesty is preserved while not a doubt. It has to make sure our data is effective and correct conjointly to limit the danger of blunders or errors in call making. Each data and knowledge collected facilitate us in reaching our objective. Data analysis is important in research because it makes learning data loads less complicated and additional accurate. It helps the researchers squarely interpret the info so we have a tendency to do not leave something out that might facilitate them derive insights from it. To make sure our objective will be achieved, analysis methodology plays a giant role in our research.

# CHAPTER 4

## DATA ANALYSIS AND FINDINGS

### 4.1    INTRODUCTION

In this chapter, researcher will discuss research findings accumulate from survey. The preliminary analysis was carried out to test the reliability of the question. This chapter also covers descriptive analysis, validity and reliability testing, normality test, and hypothesis testing. The data was analyzed statistically using SPSS, and tables and charts were provided for simple comprehension and interpretation

### 4.2    DEMOGRAPHIC PROFILE OF RESPONDENTS

The total respondent who involve in answering the research was 260 students of commerce (SAK) from University Malaysia Kelantan. The demographic profile was included their gender, current semester, age, monthly income and race.

**4.2.1 Gender**

Table 4.1: Respondent's Gender

| GENDER | | | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------|--|--|-----------|---------|---------------|--------------------|
| Valid | Female / Perempuan | | 77 | 29.6 | 29.6 | 29.6 |
| | Male / Lelaki | | 183 | 70.4 | 70.4 | 100.0 |
| | Total | | 260 | 100.0 | 100.0 | |
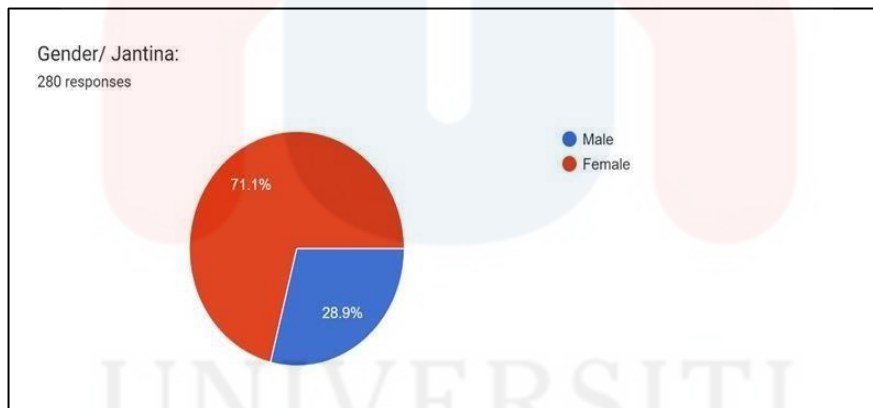


Figure 4.1: Respondent's Gender

Table 4.1 and Figure 4.1 show the gender with 260 respondents who participated in answering the questionnaire. From the data collected, the majority who answer the questionnaire are female which consisted of 71.1% or 185 respondents, while the males have 28.9% or 75 respondents from the 260 respondent.

### 4.2.2 Current Semester

Table 4.2: Respondent's Current Semester

| Current Semester | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | Semester 1 - 2 | 32 | 12.3 | 12.3 | 12.3 |
| | Semester 3 - 4 | 44 | 16.9 | 16.9 | 29.2 |
| | Semester 5 - 6 | 40 | 15.4 | 15.4 | 44.6 |
| | Semester 7 -8 | 144 | 55.4 | 55.4 | 100.0 |
| | Total | 260 | 100.0 | 100.0 | |
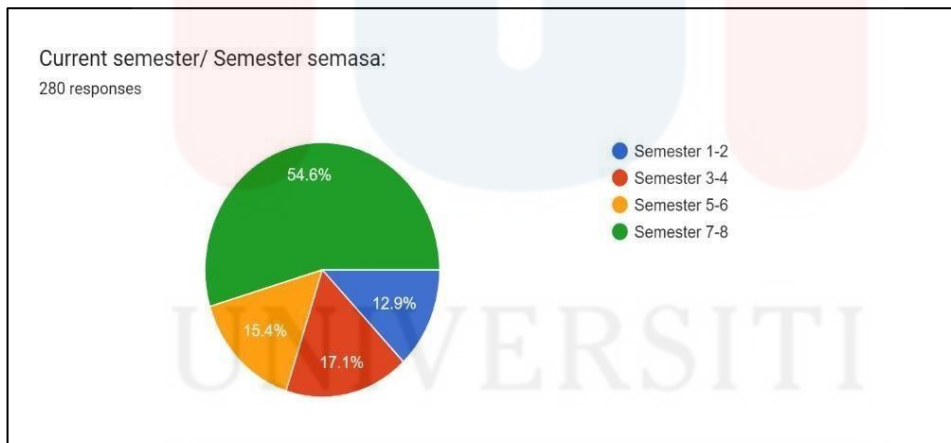


Figure 4.2: Respondent's Current Semester

Based on the Table 4.2 and Figure 4.2 display that the current semester of respondents. Semester 7 – 8 is the highest number which consists 142 out of 260 respondents which equal to 54.6 % from the total respondent. Followed by 44 respondents from semester 3 – 4 (17.1%), 40 respondents with semester 5 – 6 (15.4%). While the lowest number which consists 34 respondents which equal to 12.9%.

### 4.2.3 Age

Table 4.3: Respondent's Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **AGE** | | | | | |
| Valid | 18 – 19 years old | 21 | 8.1 | 8.1 | 8.1 |
| | 20 – 22 years old | 74 | 28.5 | 28.5 | 36.5 |
| | 23 – 25 years old | 157 | 60.4 | 60.4 | 96.9 |
| | >25 years | 8 | 3.1 | 3.1 | 100.0 |
| | Total | 260 | 100.0 | 100.0 | |
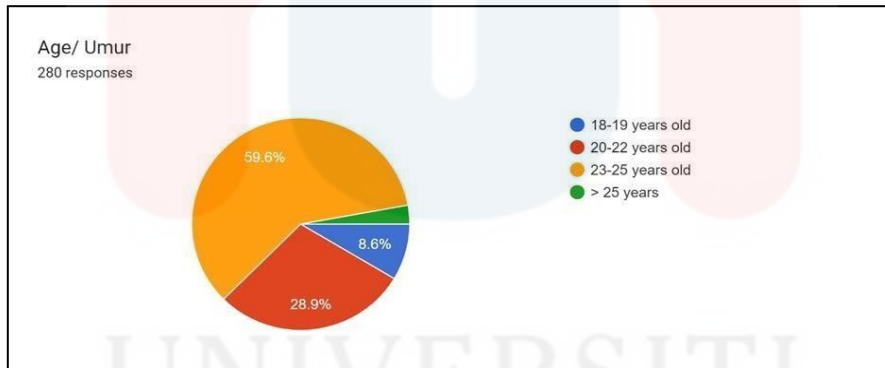


Figure 4.3: Respondent's Age

Table 4.3 and Figure: 4.3 showed the ages with the total of 260 target respondents are participating in answering the questionnaire. There are 4 age group respondents. The respondents who age range between 23 – 25 years old, which constituted of 59.6% or 156 respondents that represent the major age category in this research study. Followed by the respondents who aged between 20 – 22 years' old which are 75 respondents (28.9 %). While 22 respondents (8.6%) with the age 18 – 19 years old and (2.9%) with the age of 25 years old and above.

### 4.2.4 Monthly Income

Table 4.4: Respondent's Monthly Income

| MONTHLY INCOME | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| Valid | RM1500 and below | 229 | 88.1 | 88.1 | 88.1 |
| | RM1501 – RM2000 | 19 | 7..3 | 7.3 | 95.4 |
| | RM2001 – RM3000 | 6 | 2.3 | 2.3 | 97.7 |
| | >RM3001 and above | 6 | 2.3 | 2.3 | 100.0 |
| | Total | 260 | 100.0 | 100.0 | |
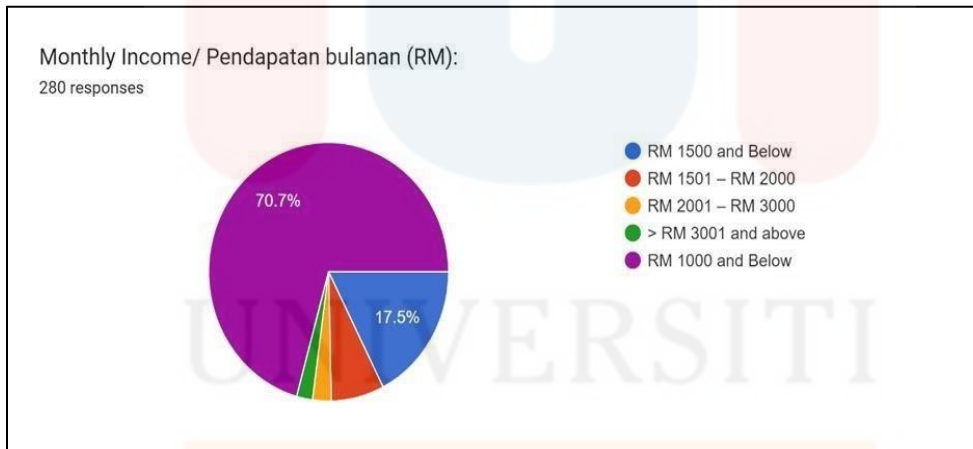


Figure 4.4: Respondent's Monthly Income

Table 4.4 and Figure 4.4 above display that the monthly income level of the respondents. The monthly income level which below RM1000 is the highest number of respondent which was 184 respondents (70.7%). The second highest number of monthly income level is RM1500 and below which consist 46 respondents (17.5%). The others three monthly incomes are remaining 11.8%.

### 4.2.5 Race

Table 4.5: Respondent's Race

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|---|---|---|---|---|---|
| **Current Semester** | | | | | |
| Valid | Malay | 134 | 55.1 | 51.5 | 51.5 |
| | Chinese | 65 | 25.0 | 25.0 | 76.5 |
| | Indian | 35 | 13.5 | 13.5 | 90.0 |
| | Others | 26 | 10.0 | 10.0 | 100.0 |
| | Total | 260 | 100.0 | 100.0 | |
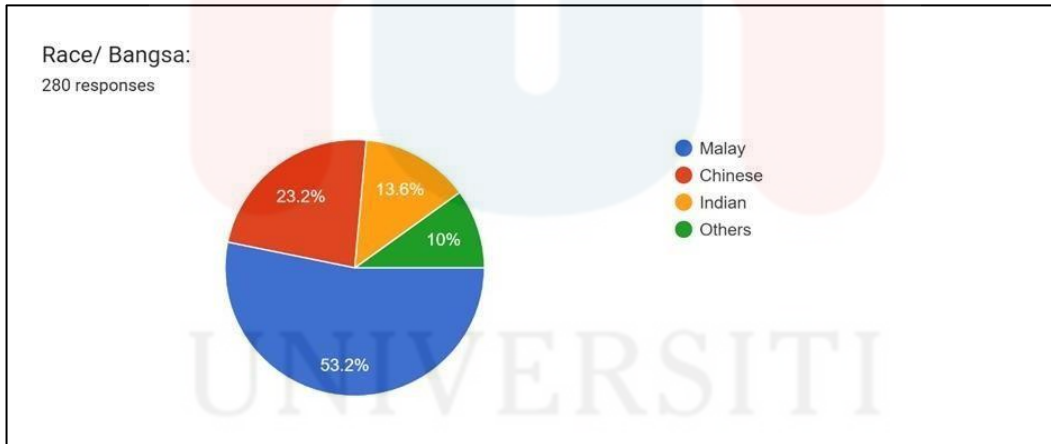


Figure 4.5: Respondent's Race

Based on Table 4.5 and Figure 4.5, there have 4 types of races from the total respondents. Malay accounted the largest percentage about 53.2% or 138 respondents, second is Chines which hold 23.2% or 60 respondents. Thus, the following race is India which hold 13.6% or 36 respondents. Besides that, others race such as Bumiputera Sabah and Siamese which hold 10% or 26 respondents in the total race.

## 4.3 DESCRIPTIVE ANALYSIS

In this section, descriptive analysis is one of the basic analysis performed in this study. Descriptive analysis was used in this part to assess the mean analysis and standard deviation of independent variables and dependent variable in this study.

### 4.3.1 Online Purchase Intention (Dependent Variables)

Table 4.6: Mean and Standard Deviation for Online Purchase Intention

| No. | Item Description | N | Mean | Standard Deviation |
|---|---|---|---|---|
| 1 | I like to purchase more products online. | 260 | 4.05 | 0.837 |
| 2 | I will recommend others to purchase product on online shopping. | 260 | 4.11 | 0.783 |
| 3 | I will purchase products through online shopping in the near future. | 260 | 4.06 | 0.850 |
| 4 | I intend to continue purchase products on online shopping. | 260 | 4.24 | 0.723 |
| 5 | I intend to increase the using of online shopping website. | 260 | 4.17 | 0.779 |

Based on Table 4.6, shows the table Mean and Standard Deviation for Online Purchase Intention which represent for dependent variable in this study. From the mean result above, the highest mean value was item number 4 which is I intend to continue purchase products on online shopping at mean level 4.24. Followed by item number 5 which is about I intend to increase the using of online shopping website with the mean level 4.17 while item number 2 which is about, I will recommend others to purchase product on online shopping was the third highest with mean level 4.11. moreover, item number 3 which is I will purchase products through online shopping in the near future is the second lowest mean value with mean level 4.06 and the lowest mean

value was item number 1 which is about I like to purchase more products online at mean level 4.05.

### 4.3.2 Perceived Ease of Use (Independent Variable)

Table 4.7: Mean and Standard Deviation for Perceived Ease of Use

| No. | Item Description | N | Mean | Standard Deviation |
|---|---|---|---|---|
| 1 | Online platforms or websites are easy to learn. | 260 | 4.33 | 0.655 |
| 2 | Online platforms or websites are easy to use. | 260 | 4.33 | 0.691 |
| 3 | Online platforms or websites do not require a lot of mental effort. | 260 | 4.12 | 0.801 |
| 4 | Transactions on online platforms or websites are hassle-free. | 260 | 4.17 | 0.761 |
| 5 | Online platforms or websites are easy to navigate. | 260 | 4.21 | 0.727 |

The Table 4.7 illustrates the Mean and Standard Deviation for Perceived Ease of Use which indicates the first independent variable in this study. From the mean result above, revealed that item number 1 which is online platforms or websites are easy to learn and item number 2 which is about online platforms or websites are easy to use are share the mean value and are categorized as the highest mean which is 4.33 for Perceived Ease of Use in this study. Followed by item online platforms or websites are easy to navigate which has a mean of 4.21 while the item transactions on online platforms or websites are hassle-free has a mean of 4.17 which is the third highest mean. Finally, item online platforms or websites do not require a lot of mental effort has the lowest mean with a mean of 4.12.

### 4.3.3 Perceived Usefulness (Independent Variable)

Table 4.8: Mean and Standard Deviation for Perceived Usefulness

| No. | Item Description | N | Mean | Standard Deviation |
|---|---|---|---|---|
| 1 | The content or information on the online platforms or websites are useful for buying the products or services that it sells or markets. | 260 | 4.23 | 0.680 |
| 2 | The online information on online platforms or websites help in decision-making process. | 260 | 4.23 | 0.721 |
| 3 | Online platforms or websites are easy and functional for purchasing online. | 260 | 4.33 | 0.657 |
| 4 | Online platforms or websites can enhance my shopping effectiveness. | 260 | 4.20 | 0.793 |
| 5 | Online platforms or websites make shopping less time consuming. | 260 | 4.28 | 0.741 |

According to Table 4.8, the result revealed that the table of Mean and Standard Deviation for Perceived Usefulness. Item online platforms or websites are easy and functional for purchasing online with a mean 4.33 is recorded as the highest of this variable in this study. Followed by item online platforms or websites make shopping less time consuming with the mean 4.28. Then, item number 1 which is the content or information on the online platforms or websites are useful for buying the products or services that it sells or markets and item number 2 which is about the online information on online platforms or websites help in decision-making process have the same mean value where at level 4.23 is the third highest mean. Lastly, item number 4 which is online platforms or websites can enhance my shopping effectiveness is the lowest mean with the mean 4.20.

### 4.3.4 Price (Independent Variable)

Table 4.9: Mean and Standard Deviation for Price

| No. | Item Description | N | Mean | Standard Deviation |
|-----|------------------|---|------|--------------------|
| 1 | I think price is my first consideration when I am going to make an online purchase. | 260 | 4.26 | 0.801 |
| 2 | Before purchasing a product, I compare product prices on many online platforms or websites. | 260 | 4.29 | 0.785 |
| 3 | I tend to buy the lowest priced product that fits my needs. | 260 | 4.22 | 0.811 |
| 4 | I look for the more discount product available when purchasing a product. | 260 | 4.33 | 0.685 |
| 5 | I am sensitive to the price differences in products. | 260 | 4.22 | 0.831 |

As can be seen in Table 4.9, it indicates the results of mean and standard deviation for the third independent variable which is Price. The highest mean value was item number 4 which is about I look for the more discount product available when purchasing a product at mean level 4.33, while there are two items with the lowest mean values were item number 3 referring to I tend to buy the lowest priced product that fits my needs and item number 5 which is about I am sensitive to the price differences in products at mean level 4.22 for both it. Following that, the second highest was regarding before purchasing a product, I compare product prices on many online platforms or websites with a mean level of 4.29 and the third highest was about I think price is my first consideration when I am going to make an online purchase with a mean level of 4.26.

### 4.3.5 Website Design Quality (Independent Variable)

Table 4.10: Mean and Standard Deviation for Website Design Quality

| No. | Item Description | N | Mean | Standard Deviation |
|-----|------------------|---|------|--------------------|
| 1 | Online platforms or websites are attractive. | 260 | 4.25 | 0.712 |
| 2 | Information on the online platforms or websites are accurate. | 260 | 4.08 | 0.761 |
| 3 | It is easy to find what I am looking for on the online platforms or websites. | 260 | 4.26 | 0.680 |
| 4 | Online platforms or websites provide a clear directory of products and services. | 260 | 4.25 | 0.636 |
| 5 | Online platforms or websites offer a logical layout that is easy to follow. | 260 | 4.17 | 0.682 |

As presented in Table 4.10, the outcomes of mean and standard deviation for the fourth independent variable, Website Design Quality are shown. At mean level 4.26, the highest mean value was item number 3 referring to online platforms or websites provide a clear directory of products and services. Then, the two items with the second highest mean values were item number 1 which is about online platforms or websites are attractive and item number 4 referring to online platforms or websites provide a clear directory of products and services at mean level 4.25 for both it. Followed by item online platforms or websites offer a logical layout that is easy to follow with the mean 4.17. Lastly, item Information on the online platforms or websites are accurate is the lowest mean with the mean 4.08.

**4.3.6 Trust (Independent Variable)**

Table 4.11: Mean and Standard Deviation for Trust

| No. | Item Description | N | Mean | Standard Deviation |
|-----|------------------|---|------|---------------------|
| 1 | Online platforms or websites are trustworthy and honest. | 260 | 3.92 | 0.901 |
| 2 | Online platforms or websites are reliable. | 260 | 4.00 | 0.859 |
| 3 | The information on the online platforms or websites are plentiful and of sufficient quality. | 260 | 4.09 | 0.750 |
| 4 | The infrastructure of the online platforms or websites are dependable. | 260 | 4.06 | 0.820 |
| 5 | Online platforms or websites offer secure personal privacy. | 260 | 4.08 | 0.811 |

The Table 4.11 shows table of Mean and Standard Deviation for Trust. From the mean result above, the highest mean value was item number 3 which is the information on the online platforms or websites are plentiful and of sufficient quality at mean level 4.09 and the lowest mean value was item number 1 which is about online platforms or websites are trustworthy and honest at mean level 3.92. Item number 5 referring to online platforms or websites offer secure personal privacy with mean level 4.08 was the second highest mean, while item 4 is the infrastructure of the online platforms or websites are dependable was the third highest mean with mean level 4.06. Moreover, for item number 2 which is online platforms or websites are reliable was the fourth highest for Trust in this study.

### 4.3.7 Perceived Risk (Independent Variable)

Table 4.12: Mean and Standard Deviation for Perceived Risk

| No. | Item Description | N | Mean | Standard Deviation |
|-----|------------------|---|------|--------------------|
| 1 | I might not receive the product ordered online. | 260 | 3.49 | 1.177 |
| 2 | I might not get what I ordered through online shopping. | 260 | 3.53 | 1.144 |
| 3 | It is hard to judge the quality of product over Internet. | 260 | 3.79 | 1.145 |
| 4 | It is risky to purchase products by the mere sight of ads and images. | 260 | 3.88 | 1.066 |
| 5 | It is difficult to get a refund or obtain customer service with online-purchased products. | 260 | 3.68 | 1.033 |

Based on Table 4.12, the results of mean and standard deviation for the last independent variable which is Perceived Risk in this study are shown. According to the mean result above, the highest mean value was item number 4 which is it is risky to purchase products by the mere sight of ads and images at mean level 3.88 and the lowest mean value was item number 1 which is about I might not receive the product ordered online at mean level 3.49. It is hard to judge the quality of product over Internet with a mean level of 3.79 being the second highest mean. Followed by item number 5 which is about It is difficult to get a refund or obtain customer service with online-purchased products with a mean level of 3.68 whereas item number 2 which is I might not get what I ordered through online shopping was at fourth highest for perceived risk with a mean level of 3.53.

## 4.4    RELIABILITY TEST

Reliability test refer to the consistency of test results across testing sessions, test versions, and raters evaluating test taker responses. This study's reliability test will determine by the Cronbach's Alpha value. Also, the Cronbach's Alpha value will be analyzed by using IBM SPSS Statistics version 26. Table 4.13 show the Cronbach's Alpha coefficient value according to Saidi, S. S. & Siew, N. M (2019).

Table 4.13: Cronbach's Alpha

| Cronbach's Alpha | Internal Consistency |
|---|---|
| $\alpha \geq 0.90$ | Excellent |
| $0.80 \leq \alpha < 0.90$ | Good |
| $0.70 \leq \alpha < 0.80$ | Acceptable |
| $0.60 \leq \alpha < 0.70$ | Questionable |
| $0.50 \leq \alpha < 0.60$ | Poor |
| $\alpha < 0.50$ | Unacceptable |

Source: Saidi, S. S. & Siew, N. M (2019)

Table 4.13 shows the Cronbach's Alpha value. When the coefficient is less than 0.5, the internal consistency is unacceptable. The internal consistency is poor when the value is between 0.50 and 0.60. The correlation is questionable when the number is 0.60 or less than 0.70. A value of 0.70 to less than 0.80 suggests an acceptable internal consistency. Also, the internal consistency is good when the value is between 0.80 and 0.90, whereas a value of 0.9 indicates an excellent internal consistency.

### 4.4.1 Pilot Test

A pilot test is small-scale research done before a real experiment is done. Its purpose is to test and improve techniques. All the questionnaire's items were tested for reliability using a total of 30 data points.

Table 4.14: Pilot Test

| Variable | Dimensions | Cronbach's Alpha | Number of items |
|---|---|---|---|
| Dependent variable | Online purchase intention | .916 | 5 |
| Independent variable | H1 Perceived ease of use | .874 | 5 |
| | H2 Perceived usefulness | .773 | 5 |
| | H3 Price | .781 | 5 |
| | H4 Website design quality | .882 | 5 |
| | H5 Trust | .901 | 5 |
| | H6 Perceived risk | .852 | 5 |
| Overall variable | | .952 | 35 |

The table above shows that Cronbach's alpha coefficient for the dependent variable is 0.916, which indicates an excellent internal consistency for scale with this specific sample. While, for the independent variable, the perceived usefulness and price's Cronbach's alpha coefficient is 0.773 and 0.781, suggesting that the items have acceptable internal consistency. Besides, perceived ease of use (0.874), website design quality (0.882), and perceived risk (0.852) have a good level of internal consistency. Also, trust has excellent internal consistency, with a Cronbach's alpha of 0.901. Last, Cronbach's alpha coefficient for the overall variable is 0.952 which is excellent internal consistency.

**4.5 HYPOTHESIS TESTING**

**4.5.1 Multiple Regression Analysis**

The two primary uses of multiple regression analysis are to compute R-Squared and determine the relative contributions of each variable (Neuman, 2000). According to R-square, the independent variables have an impact on or are connected to the dependent variables. As a result, the variable aids in defining the nature, direction, and relationship between the independent variables (perceived usefulness, perceived ease of use, price, website design, trust, and perceived risk) and the dependent variable (intention to make an online purchase), as shown in Table 4.17, which also includes details from multiple regression analysis.

According to the results in Table 4.15, the independent variables (perceived ease of use, perceived usefulness, price, website design, trust, and perceived risk) only contribute a small portion—77.1%—of the variance in entrepreneurial intention. At the same time, it can be inferred from the ANOVA that there was an interaction that was statistically significant at the level of 0.000 (p 0.05).

Table 4.15 Multiple Regression (Model Summary)

| Model Summary | | | | |
|---|---|---|---|---|
| **Model** | **R** | **R Square** | **Adjusted R Square** | **Std. Error of the Estimate** |
| 1 | .878[a] | .771 | .765 | .42626 |
| a. Predictors: (Constant), Perceived Ease of Use, Perceived Usefulness, Price, Website Design Quality, Trust, Perceived Risk | | | | |

Table 4.16: Multiple Regression (ANOVA)

| ANOVA | | | | | |
|---|---|---|---|---|---|
| | **Sum of Squares** | **df** | **Mean Square** | **F** | **Sig.** |
| **Regression** | 154.565 | 6 | 25.761 | 141.779 | <.001[b] |
| **Residual** | 45.969 | 253 | .182 | | |
| **Total** | 200.535 | 259 | | | |
| a. Dependent variable: Online Purchase Intention

b. Predictors: (Constant), Perceived Ease of Use, Perceived Usefulness, Price, Website Design Quality, Trust, Perceived Risk | | | | | |

Table 4.17: Multiple Regression (Coefficients)

| Independent variable | Unstandardized B | Coefficients Std. Error | Standardized Coefficients Beta | t | Sig. |
|---|---|---|---|---|---|
| **Coefficients** | | | | | |
| **(Constant)** | -.487 | .255 | | -1.913 | .057 |
| **Perceived ease of use** | .017 | .067 | .012 | .248 | .804 |
| **Perceived usefulness** | .457 | .121 | .368 | 3.784 | <.001 |
| **Price** | 0.12 | .045 | .012 | .276 | .783 |
| **Website design quality** | 0.95 | .124 | .079 | .765 | .445 |
| **Trust** | .440 | .053 | .456 | 8.279 | <.001 |
| **Perceived risk** | .096 | .041 | .134 | 2.337 | .020 |
| Dependent variable: online purchase intention | | | | | |

**Hypothesis:**

*H1: Perceived ease of use has a positive influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

According to Table 4.21, the p-value for H1 is 0.804 (p>0.05), which shows negative. The relationship between perceived usefulness and online purchase intention was not supported at 95% confidence interval. Thus, hypothesis 1 is rejected.

*H2: Perceived usefulness has a positive influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

According to Table 4.21, the p-value for H2 is 0.001 (p>0.05), which shows positive. The relationship between perceived usefulness and online purchase intention was supported at 95% confidence interval. Thus, hypothesis 2 is accepted.

*H3: Price has a negative influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

Referring to Table 4.21, the p-value for H3 is 0.783 (p>0.05), which shows negative. The relationship between price and online purchase intention was not supported at 95% confidence interval. Thus, hypothesis 3 is rejected.

*H4: Website design quality has a positive influence to online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

Referring to Table 4.21, the p-value for H4 is 0.445 (p>0.05), which shows negative. The relationship between website design quality and online purchase intention was not supported at 95% confidence interval. Thus, hypothesis 4 is rejected.

*H5: Trust has a positive influence to purchase intention toward online shopping among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

According to Table 4.21, the p-value for H5 is 0.001 (p>0.05), which shows positive. The relationship between trust and online purchase intention was supported at 95% confidence interval. Thus, hypothesis 5 is accepted.

*H6: Perceived risk has a negative influence to purchase intention toward online shopping among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

According to Table 4.21, the p-value for H6 is 0.020 (p>0.05), which shows positive. The relationship between perceived risk and online purchase intention was supported at 95% confidence interval. Thus, hypothesis 6 is accepted.

### 4.5.2 Hypothesis Result

Table 4.18: Hypothesis Result

| Hypothesis | Hypothesis Statement | Result |
|---|---|---|
| H1 | Perceived ease of use has a positive influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19. | Rejected |
| H2 | Perceived usefulness has a positive influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19. | Accepted |
| H3 | Price has a negative influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19. | Rejected |
| H4 | Website design quality has a positive influence to online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19. | Rejected |
| H5 | Trust has a positive influence to purchase intention toward online shopping among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19. | Accepted |
| H6 | Perceived risk has a negative influence to purchase intention toward online shopping among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19. | Accepted |

## 4.6 SUMMARY

The most significant section of the theses was provided in this chapter, which also determined if the current study's variables are compatible with those found in earlier empirical investigations. The demographic information of the respondents was provided in this chapter, and all analysis, including reliability analysis, descriptive analysis, normality testing, and multiple regression analysis, was then performed. Subsequently, data examination and data screening process were conducted through the following steps: Profile of Respondents' demographics, descriptive analysis, validity and reliability tests, normality tests, and testing of hypotheses. As for the result of hypothesis testing half of the hypotheses that are accepted.

# CHAPTER 5

## DISCUSSION AND CONCLUSION

### 5.1    INTRODUCTION

This chapter will be focused on summarizing the results of hypothesis of each variable in detailed. Next, the implication, the study's limitation and the recommendation for next research will be covered. This chapter also conclude with a discussion of how perceived usefulness, perceived usability, pricing, website design quality, trust, and perceived risk relate to making an online purchase intention.

### 5.2    KEY FINDINGS

All of the result outcome will be discuss in more detail in this chapter. It helps researchers to get more explanation based on the result of the finding. The aim for this research is to examine the influence factors on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19. In order to collect the data required for this research, questionnaires were disseminated as surveys with online questionnaires.

The six goals of the study are being attempted which is the first objectives is to examine the influence perceived usefulness on online, the influence perceived ease of use, the influence price, the influence website design quality, the influence trust and lastly to examine the influence perceived risk on online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during Covid-19.

The researcher will explain about the demographic profile data obtained through a total of 260 respondents. As for gender, the highest average in this study is female, which is 185

people or 71.1%. For the current semester, the highest average in this study was semester 7 – 8 as many as 142 respondents or 54.6%. It shows the average age of respondents who have answered the study related to the factor influencing online purchase intention during post Covid-19. Among the highest average age in responding to this study are respondents between the ages of 23 - 25 years' old which is 156 people or 59.6% and the lowest among the 25 years old and above which is 8 people or 2.9%. For the monthly income for respondents of online purchase intention, study shows that many respondents have an income below RM1000, which is as many as 184 people or 70.7%.

Next the independent variables such as perceived usefulness, perceived usability, pricing, website design quality, trust, and perceived risk are equally crucial to encounter the connecting of factors influencing online purchase intention among entrepreneurship (commerce) students of Universiti Malaysia Kelantan during post Covid-19. The data was analyzed through the SPSS Version 26. Thus, the results data will summarize include the descriptive analysis, reliability test, normality test and hypothesis testing.

### 5.3 DISCUSSION

Further discussion on the findings will take place by referring to the previous literature and findings that related to the variables involved in this research.

### 5.3.1 Hypothesis 1

*H1: Perceived ease of use has a positive influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

Referring to the results of coefficient regression (Table 4.21), we can see that perceived ease of use have no positive influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19, since the P-value (p= 0.804) is greater than 0.05. Hence, H1 was rejected. Perceive ease of use shows a low impact on purchase intention toward online shopping. Its shows that perceive ease of use has low influence the purchase intention toward online shopping.

This finding also supports the study by Azmen Kahar et al., (2018) which shows a negative relationship between perceived ease of use and online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19. However, it is contradicting with previous study from Dahlan Abdullah et. Al., (2017) mentioned that perceived ease of use found highly significant positive relationship between students' perception on the ease of use. The outcome of the hypothesis test indicates that there is no significant relationship between perceived ease of use and consumer intention to make an online purchase, indicating that the model is not meaningful or contributed by perceived ease of use.

**5.3.2 Hypothesis 2**

*H2: Perceived usefulness has a positive influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

Based on the results of analysis show that perceived usefulness have significant effect the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19, this can be seen from t-value value for variable perceived usefulness is with $\beta = 3.784$, p-value $= 0.001 > 0.05$ then H0 is rejected and H2 accepted.

The findings of this study are consistent with those of several other studies, including those by Abdullah, Ward, and Ahmed (2016), Mahardika & Saino (2013), Eze et al. (2011), and Nugroho (2009), which discovered that perceived usefulness has a positive and significant impact on consumer purchase intentions. Consumers are aware of the benefits of online stores, according to the findings from the description of perceived usefulness. Additionally, consumers are noticing faster transactions, higher productivity, efficiency, and convenience of transactions through online shopping. Consumer-perceived benefits play an important role in effective e-commerce transaction processing. Consumers' perceived usefulness benefits of online shopping and sales sites are one of the reasons consumers use an online shopping site.

### 5.3.3   Hypothesis 3

H3: *Price has a negative influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

Referring to Table 4.21, the p-value for H3 is 0.783 ($p>0.05$), which  shows negative on the relationship between price and online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19. Based on the testing result, H3 is rejected.

The results of this research are somewhat in different with D. Rajasekar and Dr. M. Murasoli, (2021) Hamid Akbariyeh et al (2015) which suggest purchase intention were highly influenced by the Price. As the level of wealth and income of the individuals also one of main reason that influence the purchase intention. The price of the product determines and influences the purchase intention of consumers towards the online products.

On other hand, Al-Salamin et al. (2015) believe that attractive pricing for well-known brands have a detrimental impact on the purchase decision-making process. Moreover, it was observed that customer choice is heavily influenced by their perception of a product's price and their thoughts on that pricing. Online shoppers are more concerned with their needs because they don't care as much about the price if the product meets their needs; traditional shoppers, on the other hand, are more price conscious because they care more about getting a good deal on the product they choose.

### 5.3.4 Hypothesis 4

*H4: Website design quality has a positive influence to online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

Referring to the results of coefficient regression (Table 4.21), we can see that website design quality have negative influence on the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19, since the P-value (p= 0.445) is greater than 0.05. Hence, H4 was rejected.

The quality of website design is connected to consumer satisfaction in e-commerce, according to a previous study by Cho and Park (2001). As a result, a key factor in determining consumer happiness would be the website's design, which serves as the interface. A possible justification for this insignificant result is most likely current consumers are satisfying with almost all of the online shopping website which lead to it did not influence purchase intention even some online shopping website have more advance quality than others.

### 5.3.5 Hypothesis 5

H5: *Trust has a positive influence to purchase intention toward online shopping among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

Based on the results of analysis show that trust have significant effect the consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19, this can be seen from t-value value for variable perceived usefulness is with $\beta = 8.279$, p-value = 0.001 > 0.05 then H0 is rejected and H5 accepted. This shows that customer trust positively affects repurchase intention.

This study's findings are consistent with those of Puspitasari, I., & Briliana, V. (2017). Customers will be increasingly committed to internet buying as they have greater confidence in it. Therefore, it is crucial for online retailers to consistently put customers' confidence first. Customers who match the brand utilized are more likely to use these services again as they have grown to trust the company. According to Setyorini, R., and Nugraha, R. P. (2016), trust is seen as a key component in creating a successful firm. It will be challenging for a business to develop enduring relationships with clients without trust.

### 5.3.6 Hypothesis 6

H6: *Perceived risk has a negative influence to purchase intention toward online shopping among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19.*

According to the findings of coefficient regression in Table 4.21, H6 shows to have β value of 2.337 and p-value of 0.020 (p>0.05). This indicates a significant effect between perceived risk and consumers' online purchase intention among entrepreneurship (commerce) students of University Malaysia Kelantan during post Covid-19. Thus, H6 was supported.

Even though online shopping saves time, provides immediate access to information, and is convenient, there are still reasons for people to avoid the new shopping pattern. Dong Dahai et al (2005) study found that online shopping is perceived as riskier than traditional mall shopping. The main reason people do not like to shop online is because of the risk. Since its inception, the issue of security has persisted in people's lives. Additionally, consumers are concerned about the privacy of their personal information, the password for their bank account, and the safety of the capital transferred during the transaction. All of these are haunted by online shopping. Besides, consumers also exposed to scammers who selling fakes product on online shopping and due all

those reason, that is why the relationship between perceived risk and consumers online purchase intention is significant.

## 5.4    IMPLICATIONS OF THE STUDY

The aim of this study is to understand the factors influencing online purchasing intention among Entrepreneurship (Commerce) student of University Malaysia Kelantan during post Covid-19. This study revealed a deeper investigation to further analyze the influence of perceived ease of use, perceived usefulness, price, website design quality, trust and perceived risk on online purchase intention of Commerce students Universiti Malaysia Kelantan (UMK) during post Covid-19. To perform this study, the researcher has gathered data using questionnaire by Google Form and distributed to 260 Commerce students as respondents. As a result, the current findings of this study gave vital information and implications regarding the perspective of student towards online retailers.

Regarding perspective of Commerce students in UMK, the findings appear to indicate that they prefer to perform online purchase when perceived usefulness, trust and perceived risk are existent during the process. Online retailers who make decision and design marketing strategies should aim to concentrate more on the perceived usefulness of websites and customer trust.

Based on this study, online retailers must recognize their websites business where the only platforms that allow direct communication with customers. Then, they must have a helpful website that can improve customer's confidence by build website with clear and straightforward ordering and shipping processes as well as adequate information about their services or products.

In addition, online retailers need require regularly website inspection where crucial for system stability which influences the perceived usefulness of websites.

In order to increase customer's trust, online retailers should introduce a secure transaction environment by implementing a wider range of advanced security tools on their website. Moreover, online retailers need to establish a feedback space on their website for customers to share their reviews which can be used as reference by new customers. Through this, enables customer to recognize the risks that they might face when they perform purchase online. As a result, they are willing to risk it and knowledgeable about how to overcome future problems.

## 5.5    LIMITATIONS OF THE STUDY

There are certain limitations of this study that could be overcome in future studies. The first limitation of this study was the target population. The target population of this study is focused on entrepreneurship (commerce) students of University Malaysia Kelantan and its sample size is a total of 260 respondents. Therefore, only the entrepreneurship (commerce) students of UMK who has online purchase intention can participate in the questionnaire sections and its data can be used in the study's data analysis. Thus, the result of the study could not have accurately reflected UMK students' intentions for online purchases or as representative of other research. Further, the restricted target population and limited sample size may also increase biasness and the error margin. This could have an impact on how the results are interpreted and assessed.

The next limitation of this study was the data collection method used. The data was collected by the researchers via an online survey. The purpose of using this method is to save time and money. But researchers spent a lot of time collecting online questionnaires from 260 respondents. Due to the prevalence of fraud on the Internet today, it's possible that respondents were reluctant to respond to surveys distributed online. The respondents are concerned that the data obtained from them will be misused or lead to personal information leakage. Moreover, questionnaires contain multiple sections, which may cause respondents not to want to or have time to answer. This may delay the data collection process and affect the progress of the study.

Last, time was also a limitation of the study. The period for this study was short and limited. This has led researchers to narrow target populations and sample sizes to better study in the short term to get valid results. Although a small sample size can produce a study's findings in a short period, smaller sample sizes have an impact on the validity of a survey's findings which

could result in bias. Therefore, a longer period can produce a more representative sample and provide more accurate and reliable results.

## 5.6    RECOMMENDATIONS FOR FUTURE RESEARCH

There have some recommendations for improving the results of future research. First, future research can conduct more specific studies on online purchase intention in Malaysia. Since this research is only focused on the entrepreneurship (commerce) students of University Malaysia Kelantan and is limited to 260 sample sizes, the results can't be reflected the public opinion. According to Krejcie and Morgan (1970), larger sample sizes can be used to analyze the millions of people's online purchase intention if the number is sufficiently reliable. For a more significant influence and diverse results, future research should increase their target population and sample size. Also, future studies can focus their populations on people of all ages and socioeconomic backgrounds.

Besides, another recommendation for future research is to use a privacy notice when conducting an online survey. Future studies should outline to survey participants how and how long they intend to maintain any personal information they acquire. Respondents will be more likely to complete the survey if data privacy is protected. In addition, future research should make the survey straightforward and interesting, it can greatly improve the responses. It can also make the surveys simpler for respondents to complete by skipping over any unnecessary questions using advanced capabilities like skip logic and piping.

Lastly, future research should take more time to conduct. Therefore, researchers can target a bigger population and larger sample size over a longer period. Future studies can effectively identify patterns since they use and gather data over a long period. Researchers would

be able to better understand cause and effect linkages and draw connections by employing them. As a result, future studies can produce more accurate findings by improving representatives and reducing biasness and the error margin through enough time.

## 5.7    OVERALL CONCLUSION OF THE STUDY

This research had been carried out to study on factors influencing online purchasing intention among Entrepreneurship (Commerce) students of Universiti Malaysia Kelantan During Post Covid-19. A conceptual model was proposed such as perceived ease of use, perceived usefulness, price, website design quality, trust, perceived risk as well as online purchasing intention. The overall findings revealed that perceived usefulness, trust and perceived risk have a direct positive influence to purchase intention towards online shopping among entrepreneurship (Commerce) students of Universiti Malaysia Kelantan and accepted. Meanwhile, the findings of H2, H3, and H4 indicate perceived ease of use, price and website design quality are hypothesis rejected in this study. However, each customer's experience when perform online purchasing is distinct. Customers should be more concerned when online shopping and be willing to accept the risk when the products and services are not as satisfactory as anticipated. With all of the limitations and recommendations from this research, it is important to provide a variety of information about the advantages and disadvantages for future researchers to be able to create a more comprehensive model of this topic for future research.

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**APPENDICES**

**APPENDIX A- Questionnaire**



**FACTORS INFLUENCING ONLINE PURCHASING INTENTION AMONG ENTREPRENEURSHIP (COMMERCE) STUDENTS OF UNIVERSITI MALAYSIA KELANTAN DURING ENDEMIC PHASE OF COVID-19**

Greetings to all dear respondents,

We are final year students from Faculty of Entrepreneurship and Business (FKP) Universiti Malaysia Kelantan (UMK) pursuing Degree in Bachelor of Entrepreneurship (Commerce) with Honors. We are currently conducting a research survey regarding "Factors Influencing Online Purchasing Intention Among Entrepreneurship (Commerce) Students of Universiti Malaysia Kelantan During Transition to Endemic Phase of Covid-19".

We would appreciate if you could spare approximately 15 minutes of your time to complete this questionnaire. Your participation in this study is completely voluntary. The completion and return of the attached questionnaire is taken to constitute your consent to participate in the study.

Your participation with this study would be highly appreciated. We guarantee that your response will be kept fully private and used exclusively for academic purposes. Your private information won't be shared or used for anything but academic research.

Thank you for your valuable time, attention and cooperation.

## Section A: Demographic Profile

Please choose from the answers below that best represent you.

1. Gender:

   Male
   Female

2. Current semester:

   1 – 2 [   ]   3 - 4 [   ]   5- 6 [   ]   7 - 8 [   ]

3. Age:

   18-19 years old
   20-22 years old
   23-25 years old
   > 25 years

4. Monthly income:

   RM 1500 and Below
   RM 1501 – RM 2000
   RM 2001 – RM 3000
   > RM 3001 and above

5. Race:

   Malay
   Chinese
   Indian
   Others

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## SECTION B: GENERAL INFORMATION

Please choose from the answers below that best represent you.

1. Have you ever purchased any online product (Clothes, Accessory, Health and Beauty, etc)?

・Yes

・No

2. Do you have the intention to purchase any product online in future?

・Yes

・No (Survey is ended here, Thank you for your participation)

3.How long have you been using online shopping?

・Less than 3 Months

・3 - 7 Months

・8 - 12 Months

・2 - 3 Years

・4 - 5 Years

・More than 5 Years

4. From where did you access the internet?

・At home

・At work

・At campus

・Anywhere via mobile

5. What kind of products you most purchased online? (Please select any if applicable)

・ Men or Women Clothes

・ Home appliances

・ Computer and Accessories

・ Travel and luggage

6. How often do you purchase online during the past 12 months?

・ 1 - 2 times

・ 3 - 4 times

・ 5 - 6 times

・ 7 times and above

## SECTION C: INDEPENDENT VARIABLE RELATED QUESTIONS

Please read each statement carefully and circle the most appropriate answer that indicates how strongly you agree or disagree with the following statements, where: [1 = Strongly Disagree; 2 = Disagree; 3 = Moderate; 4 = Agree; 5 = Strongly Agree]

**C1 Perceived Ease of Use (PEOU)**

| No. | Question | Strongly Disagree | Disagree | Moderate | Agree | Strongly Agree |
|-----|----------|-------------------|----------|----------|-------|----------------|
| 1. | Online platforms or websites are easy to learn. | 1 | 2 | 3 | 4 | 5 |
| 2. | Online platforms or websites are easy to use. | 1 | 2 | 3 | 4 | 5 |
| 3. | Online platforms or websites do not require a lot of mental effort. | 1 | 2 | 3 | 4 | 5 |
| 4. | Transactions on online platforms or websites are hassle-free. | 1 | 2 | 3 | 4 | 5 |
| 5. | Online platforms or websites are easy to navigate. | 1 | 2 | 3 | 4 | 5 |

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## C2 Perceived Usefulness (PU)

| No. | Question | Strongly Disagree | Disagree | Moderate | Agree | Strongly Agree |
|-----|----------|-------------------|----------|----------|-------|----------------|
| 1. | The content or information on the online platforms or websites are useful for buying the products or services that it sells or markets. | 1 | 2 | 3 | 4 | 5 |
| 2. | The online information on online platforms or websites help in decision-making process. | 1 | 2 | 3 | 4 | 5 |
| 3. | Online platforms or websites are easy and functional for purchasing online. | 1 | 2 | 3 | 4 | 5 |
| 4. | Online platforms or websites can enhance my shopping effectiveness. | 1 | 2 | 3 | 4 | 5 |
| 5. | Online platforms or websites make shopping less time consuming. | 1 | 2 | 3 | 4 | 5 |

## C3 Price (P)

| No. | Question | Strongly Disagree | Disagree | Moderate | Agree | Strongly Agree |
|-----|----------|-------------------|----------|----------|-------|----------------|
| 1. | I think price is my first consideration when I am going to make an online purchase. | 1 | 2 | 3 | 4 | 5 |
| 2. | Before purchasing a product, I compare product prices on many online platforms or websites. | 1 | 2 | 3 | 4 | 5 |
| 3. | I tend to buy the lowest priced product that fits my needs. | 1 | 2 | 3 | 4 | 5 |
| 4. | I look for the more discount product available when purchasing a product. | 1 | 2 | 3 | 4 | 5 |
| 5. | I am sensitive to the price differences in products. | 1 | 2 | 3 | 4 | 5 |

## C4 Website Design Quality (WD)

| No. | Question | Strongly Disagree | Disagree | Moderate | Agree | Strongly Agree |
|---|---|---|---|---|---|---|
| 1. | Online platforms or websites are attractive. | 1 | 2 | 3 | 4 | 5 |
| 2. | Information on the online platforms or websites are accurate. | 1 | 2 | 3 | 4 | 5 |
| 3. | It is easy to find what I am looking for on the online platforms or websites. | 1 | 2 | 3 | 4 | 5 |
| 4. | Online platforms or websites provide a clear directory of products and services. | 1 | 2 | 3 | 4 | 5 |
| 5. | Online platforms or websites offer a logical layout that is easy to follow. | 1 | 2 | 3 | 4 | 5 |

## C5 Trust (T)

| No. | Question | Strongly Disagree | Disagree | Moderate | Agree | Strongly Agree |
|---|---|---|---|---|---|---|
| 1. | Online platforms or websites are trustworthy and honest. | 1 | 2 | 3 | 4 | 5 |
| 2. | Online platforms or websites are reliable. | 1 | 2 | 3 | 4 | 5 |
| 3. | The information on the online platforms or websites are plentiful and of sufficient quality. | 1 | 2 | 3 | 4 | 5 |
| 4. | The infrastructure of the online platforms or websites are dependable. | 1 | 2 | 3 | 4 | 5 |
| 5. | Online platforms or websites offer secure personal privacy. | 1 | 2 | 3 | 4 | 5 |

**C6 Perceived Risk (PR)**

| No. | Question | Strongly Disagree | Disagree | Moderate | Agree | Strongly Agree |
|-----|----------|-------------------|----------|----------|-------|----------------|
| 1. | I might not receive the product ordered online. | 1 | 2 | 3 | 4 | 5 |
| 2. | I might not get what I ordered through online shopping. | 1 | 2 | 3 | 4 | 5 |
| 3. | It is hard to judge the quality of product over Internet. | 1 | 2 | 3 | 4 | 5 |
| 4. | It is risky to purchase products by the mere sight of ads and images. | 1 | 2 | 3 | 4 | 5 |
| 5. | It is difficult to get a refund or obtain customer service with online-purchased products. | 1 | 2 | 3 | 4 | 5 |

*SECTION D: CONSUMERS 'ONLINE PURCHASE INTENTION AMONG STUDENTS DURING TRANSITION TO ENDEMIC PHASE OF COVID-19.*
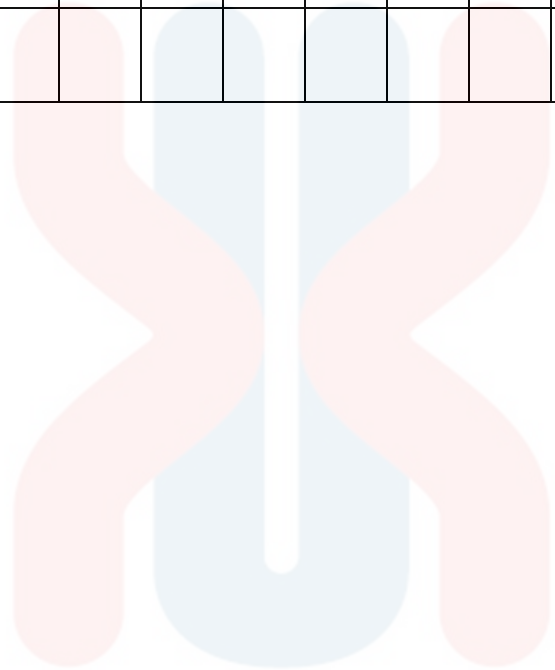
Please read each statement carefully and circle the most appropriate answer that indicates how strongly you agree or disagree with the following statements, where: [1 = Strongly Disagree; 2 = Disagree; 3 = Moderate; 4 = Agree; 5 = Strongly Agree]

| No. | Question | Strongly Disagree | Disagree | Moderate | Agree | Strongly Agree |
|-----|----------|-------------------|----------|----------|-------|----------------|
| 1. | I like to purchase more products online. | 1 | 2 | 3 | 4 | 5 |
| 2. | I will recommend others to purchase product on online shopping. | 1 | 2 | 3 | 4 | 5 |
| 3. | I will purchase products through online shopping in the near future. | 1 | 2 | 3 | 4 | 5 |
| 4. | I intend to continue purchase products on online shopping. | 1 | 2 | 3 | 4 | 5 |
| 5. | I intend to increase the using of online shopping website. | 1 | 2 | 3 | 4 | 5 |

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# APPENDIX B- GANTT CHART

| Week / Task | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Find article and choose title of research | ■ | ■ | | | | | | | | | | | | |
| Identify independent variable and dependent variable | | ■ | | | | | | | | | | | | |
| Start writing proposal of Chapter 2 | | ■ | ■ | | | | | | | | | | | |
| State methodology and writing of chapter 3 | | | | ■ | ■ | | | | | | | | | |
| Identify problem statement, state research questions and research objectives. | | | | | ■ | | | | | | | | | |
| Proceed with chapter 1 and questionnaire. | | | | | ■ | ■ | | | | | | | | |
| Submit the PPTA 1 (draft) to supervisor | | | | | | ■ | | | | | | | | |
| Modified PPTA 1 and submit to supervisor | | | | | | | ■ | | | | | | | |
| Full PPTA 1 checked by Turnitin | | | | | | | ■ | | | | | | | |
| Prepare slide of presentation | | | | | | | | | | | | | | |
| Submit PPTA to examiner | | | | | | | | ■ | | | | | | |
| Presentation and evaluation | | | | | | | | ■ | | | | | | |
| Collect data through online survey | | | | | | | | ■ | ■ | ■ | ■ | | | |
| Conduct pilot test analysis | | | | | | | | | | ■ | | | | |
| Start data analysis with using SPSS | | | | | | | | | | | | ■ | | |
| Start writing discussion and conclusion | | | | | | | | | | | | ■ | | |

| | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Final check of the report | | | | | | | | | | | | | | ■ | |
| Submit final report to supervisor and examiner | | | | | | | | | | | | | | ■ | |